

Caroline Forster joins RUBIROSA

Swiss shoe brand RUBIROSA strides into the future as Caroline Forster, co-CEO of the luxury Forster Rohner group, joins the board of directors.

St Gallen, Switzerland: 03 April 2023

Caroline Forster is joining the board of RUBIROSA AG with immediate effect. Ms Forster is co-CEO of the innovative textiles group Forster Rohner, whose diverse capability includes luxury fashion fabrics and smart textiles for the automotive industry. The family-run Forster Rohner group was established more than a century ago in St Gallen, Switzerland, also the home of RUBIROSA.

The addition of Caroline Forster to the RUBIROSA board signals a dynamic new chapter for the Swiss footwear brand. Ms Forster is a well-regarded expert in production and distribution. She has worked in the family business since 2005, became an executive member of the board in 2011, and co-CEO (with her brother Emanuel Forster) in 2016. Caroline Forster has also served on the management of the subsidiaries Inter-Spitzen AG Switzerland and Inter-Spitzen AG Srl Romania.

Flavio Agosti, co-founder of RUBIROSA, says: *“Caroline is a wonderful addition to the RUBIROSA family, as the brand enters a new phase in its evolution. Her knowledge and connections will help develop the products, both technically and aesthetically, and accelerate our expansion in the premium-luxury sector. Caroline is at a stage in her career where she can support another brand outside of Forster Rohner. And, happily, she is a shoe lover.”*

Forster Rohner is a world leader in high-end fabrics, with a sterling reputation in the luxury arena. Founded in 1909, Forster Willi & Co blossomed into a thriving specialist for embroidery and trimmings. In the 1960s the company refocused, creating more fashionable pieces for prêt-à-porter. The firm merged with textile company Jacob Rohner AG in 1988 to develop intricately embroidered fabrics for lingerie. Forster Rohner has since diversified into a supplier of extraordinary materials, traditional and innovative, for multiple industries. The Forster Rohner group is located in St Gallen, Switzerland.



R U B I R O S A

RUBIROSA produces stylish shoes that are the embodiment of quiet luxury. Based in Switzerland, the brand is a relatively young player in the upscale footwear market, and enjoys a strong presence in Europe and the USA. RUBIROSA chooses to manufacture in neighbouring Italy for the benefits of quality and sustainability. Like Forster Rohner, the brand honours tradition and innovation: to make better products for a better world.

About the company

Swiss brand RUBIROSA produces stylish shoes that allow customers to break away from the daily grind. RUBIROSA stands for quality, sustainability and unassuming luxury. Each shoe is an icon: crafted with style, made in Italy, built to last. RUBIROSA is committed to the creation of a new, modern dress code.

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