

PRESS RELEASE

bugatti Creates a New Key Position and Fills It Internally: Bastian Droege to become Head of Project Management from January 1, 2026

The fashion company bugatti, based in Herford, is positioning itself for the future: As of January 1st, 2026, Bastian Droege will assume the newly created role of Head of Project Management.

With the introduction of this new role, bugatti strengthens its strategic execution capabilities. As Head of Project Management, Bastian Droege reports directly to senior management and is responsible for the structured steering of strategic projects. The objective is to standardize processes, efficiently coordinate resources and further enhance cross-functional collaboration to ensure the consistent and measurable implementation of strategic objectives.

“With this position we are creating structures that will effectively support our growth and consistently drive the Agenda 2030 towards implementation. The role brings focus, speed and clarity to complex projects – from the idea to the result,” says Julius Brinkmann, Managing Partner of bugatti Holding Brinkmann.

Bastian Droege has been with bugatti since 2005 and has until now been responsible as Head of eCommerce for the D2C online shop, D2C marketplaces, as well as B2B eCommerce including online marketing. His key achievements include the relaunch of the D2C online shop on Shopify in September 2025, the development of the marketplace business, and the realignment of B2B eCommerce with Amazon and ABOUT YOU. In his previous role he has already acted as an interface between Sales and IT and has led various projects.

“I am looking forward to this new challenge,” says Droege. “I strongly believe in the Agenda 2030 vision and in the immense potential within bugatti. As Head of Project Management, I can actively contribute to making this potential visible and to effectively leading projects to success.”

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The succession for the Head of eCommerce role is currently being prepared and will be announced next year.

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