

CHANGES TO THE EMBELLENCE GROUP EXECUTIVE MANAGEMENT

Embellence Group announces that Yelena Ford has been appointed as new Managing Director at Cole & Son and a member of the Embellence Group Executive Management team.

"We are excited about the growth prospects of our iconic Cole & Son brand and its potential and having Yelena joining Embellence to take on the stewardship of building further on the brand's more than 150 years of history of design and craftsmanship to embellish beautiful homes. As Cole & Son now enters its next phase, with a sharpened focus on international expansion and the hospitality sector, Yelena's strong commercial background and experience from brand building, most recently within brand consultancy firm Wolff Olins and prior to that as Managing Director of the luxury craft business The New Craftmaker, will create the best possible conditions to lead Cole & Son forward.", states Johan Andgren, CEO of Embellence Group.

At the same time Marie Karlsson and the Embellence Group have jointly decided that Marie will step down after 8 years in charge of Cole & Son and leave the Embellence Group to pursue other opportunities within the luxury design sector. "Marie has done a remarkable job in building on the heritage of Cole & Son and taking the brand to where it is today," continues Johan Andgren. "On behalf of the entire Group, I would like to express our sincere gratitude for her contribution and wish her all the best."

Yelena Ford will start latest June 1st, and until then Johan Andgren, CEO of Embellence Group, will act as an interim director for Cole & Son and Marie Karlsson will remain fully engaged in the business during the transition period to ensure a smooth and stable transition.

For further information, please contact:

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About Embellence Group

Embellence Group, founded in 1905, is a leading European company in interior decoration with a focus on premium brands in the wallpaper segment, complimented by other color and pattern driven interior decoration such as textiles and rugs. Our products are sold in more than 100 markets around the world.

At Embellence Group, we believe that environments affect our thoughts and feelings, whether we are at home, at work or on the go. Our ambition is to impact our surroundings through the power of the unique design that our brands Boråstapeter, Cole & Son, Wall&decò, Pappelina and Artscape offer.

Embellence Group is listed on Nasdaq First North Premier Growth Market. FNCA Sweden AB is appointed Certified Adviser, info@fnca.se.

This information is information that Embellence Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-01-28 18:00 CET.

Image Attachments

[Yelena Ford Image](#)