

PRESS INFORMATION

## A New Addition to the RSG Group with Modeling Agency PEARL Management



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Berlin, January 13, 2020. The RSG Group has gained an exciting new addition from the world of fashion: modeling agency PEARL Management. Under the leadership of founder Charlotte Kopp, the Berlin-based agency has successfully established itself in the high-fashion segment over the years and now offers a marvelous line-up of professional models. "With PEARL Management, the RSG Group is positioning itself in a high-value, exclusive and international environment to gain a foothold in new

markets. This expansion is a boost for our diversity and position in the lifestyle arena. I am very excited about the agency's future leadership under Co-CEOs Anja Tillack and Charlotte Kopp. They will provide the expertise and innovation needed to drive it forward," says Rainer Schaller, founder

and CEO of the RSG Group, on the decision to bring the agency into the group's brand portfolio. Anja Tillack has been with the RSG Group for over ten years and successfully developed brands such as the McFIT MODELS agency. She and Charlotte Kopp have known each other for many years and share the same values that will drive PEARL Management forward through respect, kindness and leadership – with heart.

### **“PEARL Fashion Aperitif” Relaunch in Berlin**

The relaunch of PEARL Management into a new RSG Group brand was celebrated at the beginning of Fashion Week with the “PEARL Fashion Aperitif” on January 13, 2020. Making a parade of the motto “The Highlights of the Last Ten Years”, Anja Tillack and Charlotte Kopp selected their favorite looks, including by designers such as Riani, Julia Starp, Darkoh, Maisonnée, Kilian Kerner and Ewa Herzog. The PEARL Management models presented their spectacular looks in front of a buzzing crowd with a musical accompaniment by singer Panteon. Celebrities such as Nadja Michael, Bettina Cramer, Manuel Cortez, Barbara Meier and Sina Tkotsch were seen having a good time at the event over exclusive drinks in a relaxed atmosphere.

The two co-CEOs cohosted the evening at THE REED on Alexanderplatz and raised a toast to the successful future of PEARL Management. “We give each of our models individual support and loyal guidance as they make their way onto the international fashion stage,” said Anja Tillack. PEARL Management stands for quality over quantity, development instead of change and communication as equals. In future, the agency's focus will remain on prestigious lifestyle brands and high fashion. The group's objective is for the agency to become a prominent entity for exclusive brands in every fashion segment – an objective achieved by personally supporting its models.

More information at: <http://www.pearlmanagement.de/>