

Susana Sánchez Named New CEO of Tous

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Spanish jewellery brand Tous has named Susana Sánchez its new Chief Executive Officer. Previously, Carlos Soler-Duffo stepped down after thirteen years.

Her Background and Experience

Moreover, Sánchez served as CEO at Portuguese fashion accessories brand Parfois for five years. Before that, she held roles at Bimba y Lola, Dayaday, Profand Group.

Also, she trained as a telecommunications engineer. Hence, she combines technical training and retail leadership.

Strategic Goals at Tous

Tous says Sánchez will report directly to chairwoman Alba Tous. Additionally, she must accelerate the company's sustainable growth and innovation.

Meanwhile, the appointment aligns with Tous's "GEM" strategic plan: Growth, Elevation, Mindset. Therefore, priorities include creativity, new-generation connections.

Alba Tous believes Sánchez brings deep fashion industry knowledge. Also, she values her innovative vision and global retail development experience. Thus, Tous expects brand elevation, differentiation.

Departure of Carlos Soler-Duffo

Tous thanks Soler-Duffo "for leadership, commitment and vision." Over his thirteen-year tenure, Tous achieved sustained growth. Particularly, seven of those years as CEO.

Soler-Duffo oversaw transformation. Consequently, Tous reaffirmed its position in affordable luxury jewellery globally.

Changes at Parfois

Simultaneous with Sánchez's move, Parfois also named a new CEO. Luis Maseres now leads Parfois.

Parfois says under Sánchez it expanded its international footprint, strengthened its online presence, and sharpened value proposition.

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