



Presstext

The Founders

Italian Dolce Vita and Bavarian quality workmanship united in Prussia – Giovanna Stefanel-Stoffel and Ludwig Maximilian Stoffel

Two remarkable personalities with very different skills and characteristics meet upon one another. German quality and reliability, on the one hand, and Italian creativity and lifestyle, on the other, form the cornerstone of a new business – STOFANEL Investment AG. Orientated towards the needs of modern people and fulfilling the highest standards, STOFANEL develops real estate for today and tomorrow.

Ludwig Maximilian Stoffel

Ludwig Maximilian Stoffel comes from a highly respected family from Straubing in Bavaria. Together with his brother, Manfred, he manages Stoffel Holding, a successful family-run business in the third generation.

In 1998 Stoffel Holding moved to Berlin, into the family-owned Europäisches Haus on the Pariser Platz. The Kurfürstendamm, Unter den Linden and the Alexanderplatz are only a few of the city's top addresses at which Ludwig Maximilian Stoffel has, since then, realised his vision of architecture, living and working. His understanding of quality and sustainability has led Stoffel Holding from Bavaria to nationwide success. A multitude of completed real estate projects throughout Germany are evidence of the well-founded expertise and experience which Ludwig Maximilian Stoffel has in property development. He now uses this expertise at STOFANEL where he is in charge of financial matters and dedicated to the evaluation and analysis of possible investments and future projects.

Politics, philosophy, ecology and humanitarian concerns – the businessman Ludwig Maximilian Stoffel has a wide range of interests. He developed, already at an early age, a passion for art and has, since then, been collecting contemporary and modern works. Travel and skiing, partly as a result of living close to the Alps, also count amongst his personal interests as well as getting to know new people and cultures. His memories of his one-year world trip when he was 30 years-old, particularly in Asia, are evidence of this and the bond which he still feels with this region stems from this time. He also has



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a close attachment to his hometown – STOFFEL Holding is the main partner of his local ice hockey team, the Straubing Tigers. His social commitment goes even further – the Stoffel Family Foundation was founded several years ago out of a love for humanity and a respect for people in need. Ludwig Maximilian Stoffel and Giovanna Stefanel-Stoffel are “parents” to 30 Nepalese orphans to whom they offer, with the foundation, a loving and supportive family environment for the best possible future.

Giovanna Stefanel-Stoffel

As the daughter of the well-known founder of the fashion label STEFANEL, Giovanna Stefanel-Stoffel worked for more than 20 years as art director with her father for the fashion company. After developing her own collections, she managed, as brand art director, the international creative team.

Today, she has an important role in the company as member of the management board and shareholder. Born in Italy, but always working for an international company, Giovanna Stefanel-Stoffel’s personality is characterised by a cosmopolitan way of thinking, passion and creativity. Giovanna Stefanel-Stoffel is empathic, sensitive and warm-hearted and wishes to share the good fortune she has been lucky enough to have with others. Hereby she focuses on social and ecological concerns as well as aesthetic and stylistic considerations.

Observant and curious is how Giovanna Stefanel-Stoffel describes herself, always wanting to discover new cultures and merge these with one another. Today, she transfers the passion and talent with which she worked in the past in fashion, to the real estate projects of STOFANEL Investment AG – in the realisation of these she places special emphasis on authenticity and beauty of simplicity.

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