

TRIANGLE by s.Oliver

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TRIANGLE by s.Oliver Autumn/Winter 2014/15 image campaign

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The new TRIANGLE by s.Oliver Autumn/Winter 2014/15 campaign reflects exciting interaction between various personalities. Whether a rebel or a diva, the Swedish fashion photographer Magnus Reed set the scene for the connection-size label in all of its fashion aspects: rocking, sporty and glamorous, while always high-quality and trendy.

These expressive photos were taken in the French Alps – natural, soft and up close. Unlike anyone else, the top international model Robyn Lawley knows exactly how to present the unique lifestyle of TRIANGLE by s.Oliver in the appropriate style. Far away from mass tourism, at the base of Mont Blanc, Lawley was photographed in a cosy chalet as well as in snowy woodland clearings – sometimes casual or sensual, sometimes elegant and sophisticated.

These fashionable looks stand for confident, modern and feminine women who wish to emphasise their assets and flatter their curves.

The trendy leisure and business fashions presented in TRIANGLE by s.Oliver are in a feminine, smart-casual style, and consist of a balanced mix of separates, casual items and fashionable highlights. There are no limits to the possible combinations, and the TRIANGLE by s.Oliver woman can present herself and highlight her good points – whatever her size.

From August 2014, the new campaign motifs will be used all over the world, from the website at www.soliver.com right through to the PoS.

Concept:	s.Oliver Marketing (Markus Urlaub, Henrike Urlaub)
Creative Director:	Charles Bals (Another Slang / Parasol Island, Düsseldorf)
Production agency:	Good Guys Entertainment GmbH
Photographer:	Magnus Reed
Making-of:	Good Guys Entertainment GmbH
Styling:	Lynn Schmidt (Schierke Artists)
Hair:	Hauke Krause (Artist)
Make-Up:	Ewa Cervena
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