



## PRESS RELEASE

# s.OLIVER LAUNCHES NEW UMBRELLA BRANDS CAMPAIGN SPRING/SUMMER 2017

**ROTTENDORF, 1<sup>st</sup> February 2017**

On 1<sup>st</sup> February 2017, s.Oliver is launching its new spring/summer 2017 umbrella brands campaign. In a studio in the heart of Berlin, photographer Nagi Sakai captured the new spring looks from s.Oliver RED LABEL and s.Oliver BLACK LABEL in a refreshing atmosphere. The internationally-renowned photographer, who had already realised the 2016 autumn/winter campaign for s.Oliver, continues the authentic concept and, with his natural snapshots, emphasises the self-confident look of the brand. The image language puts a special focus on the product and thus provides an effective setting for the brand's new looks.

The models, **Inguna Butane**, **Vinnie Woolston**, **Damaris Goodie** and **Mark Vanderloo** present the casual looks of the **s.Oliver RED LABEL** brand, mixed with clean styles and outfits with a safari character, in the relaxed s.Oliver spirit. Nagi Sakai also captures the joie-de-vivre and easy-going nature of the uncomplicated collections with the children's models for **s.Oliver RED LABEL Junior**. In February, it is 'BACK TO THE ROOTS'. The s.Oliver AUTHENTIC Capsule Collection guides the customers back into the logo-mania times of our youth. With the 90s logo, a bright and colourful retro collection has been developed which features hoodies, sweatshirts, T-shirts and jogging trousers – a great way to communicate a good mood! Be bold and authentic!

Supermodel **Karolina Kurkova**, as a new campaign face, together with **Will Chalker**, presents the sporty and elegant looks of the **s.Oliver BLACK LABEL** dressed brand. With her positive charisma and special expressiveness, the international model emphasises the modern influences and high-quality materials, and shows how comfortable the summer collections are. In so doing, she perfectly reflects the great style and the sophisticated, self-assured collection statement of the label. **Will Chalker**, with his dynamic moves and casual, sporty jumps, sets the scene for the special features of the new Jogg-suits.

"With this shoot, we are clearly continuing the valuable branding of the last campaign. The new looks from **s.Oliver RED LABEL** show the modern, authentic casual fashion with which s.Oliver is synonymous. The AUTHENTIC Capsule takes up the current retro-logo movement and is thus right up-to-date! Be bold and authentic! In Karolina Kurkova, we have the perfect new campaign face for **s.Oliver BLACK LABEL** – in the images, you can really feel her power and the fun that we all had at the shoot with her. This is exactly what we want to express with the new collection", says Susanne Schwenger, Managing Director Product & Marketing at s.Oliver.

s.Oliver RED LABEL Accessories, as well as the licensed products, s.Oliver RED LABEL Shoes, s.Oliver RED LABEL Time, s.Oliver RED LABEL Jewel, s.Oliver RED LABEL Eyewear, s.Oliver RED LABEL Umbrellas and s.Oliver RED LABEL Socks were all integrated into the shoot.



From February 2017 onwards, the new campaign motifs will be used internationally in the s.Oliver marketing mix – in a big, classic and digital media campaign, the campaign clips, which were created in parallel with the shoot, are also communicated on soliver.com and stationary at the POSs.

## **CORPORATE INFORMATION**

The s.Oliver Group, which was founded by Bernd Freier in 1969, has developed to become one of the leading European fashion companies, and this in but a few decades. In 2015, the company boasted brand sales of over 1.6 billion euros and now employs about 7,800 people. In addition to the s.Oliver RED LABEL, s.Oliver BLACK LABEL, Q/S designed by, and TRIANGLE labels, comma and LIEBESKIND Berlin are also form part of the company's portfolio.

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