

PRESS RELEASE

s.OLIVER AUTHENTIC: BACK TO THE ROOTS WITH AN INNOVATIVE COMMUNICATION STRATEGY

ROTTENDORF, 6 February 2017

The nineties are truly back! To mark the launch of the s.Oliver AUTHENTIC range collection, the Rottendorf-based fashion and lifestyle company came up with an unusual kick-off event for its staff. On Thursday, 2 February 2017, s.Oliver celebrated a 90s-style AUTHENTIC DAY with a get-together after work, including an original 90s playlist and a breakdance performance, in its Rottendorf headquarters. Unusual special effect: all of the more than 600 colleagues present wore the trendy logo piece, which turned the entire foyer into a red, white, grey and blue fashion statement.

The fact that s.Oliver is totally on trend not only with its retro looks was proven by an innovative hashtag wall, which filtered all photos posted to Instagram under **#weareauthentic** in real time and allowed them to be viewed live. The employees therefore didn't just show off their AUTHENTIC STYLE on Instagram but also shared it instantly with all party guests.

We love Old & New School

The s.Oliver AUTHENTIC range collection was much hyped by the media even before it was officially launched in the stores in February 2017! s.Oliver photographed the bloggers Marina the Moss, Simon Lohmeyer and Lena Lademann in the new retro look statement pieces in a studio in Cologne. The cool hoodies, sweatshirts, T-shirts and jogging pants in the authentic s.Oliver red, white, grey and navy put everyone in a cheerful mood during the photo shoot, and led to a veritable blogging and posting frenzy. VIPs and influencers such as Lena Meyer-Landrut, Janina Uhse, Elena Carriere and Sofia Tsakiridou also showed themselves to their fans and followers wearing the trendy logo pieces. The influencer content will be published in innovative formats such as YouTube bumper ads and Instagram boomerangs. These formats will be supported by a major digital out-of-home campaign as well as classic POS, PR, social media and advertisement campaigns.

About s.Oliver AUTHENTIC

The new s.Oliver AUTHENTIC range collection takes us back to the wild times of the past. The fashion statements back then: loose hoodies and logo sweatshirts, combined with washed denims –bold and authentic!

s.Oliver has created a cheerful retro range with hoodies, sweatshirts, T-shirts and jogging pants in the authentic s.Oliver colours of red, white, grey and navy and featuring the original logo from the 1990s. The trendy pieces take parents back to their teenage years and can even be worn as mini-me or family looks. Kids also make a trendy statement with the fashionable logo outfits.



The s.Oliver AUTHENTIC must-haves for women, men and kids are available in the s.Oliver stores right now, from www.soliver.com and also from participating retailers.

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