



PRESS RELEASE

BEAT YOUR BOSS – S.OLIVER BLACK LABEL MEN LAUNCHES HARD-HITTING BUSINESS CAPSULE

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You are available 24/7 and bend over backwards for your employer yet your opinion is often not taken on board when it comes to important decisions. If you can't compete with your boss when it comes to business, you will at least soon be able to trump him in the matter of style! In September 2018, s.Oliver BLACK LABEL will offer a business capsule that makes a fashion statement and is a subtle way for everyday heroes to show their strictly pepper-and-salt bosses what's what. Six pieces that can be worn throughout the year will make all the difference to your office wear in future. Retailers can order the package from 24 January to 2 February 2018.

BEAT YOUR BOSS impresses with comfortable looks

Modern business fashion has to be comfortable and offer plenty of freedom to move. With its Jogg Suit and FUSION Suit, s.Oliver BLACK LABEL Men already proved that comfortable suits can also look good on more formal occasions. The BEAT YOUR BOSS capsule is the next evolutionary stage and takes the comfort-factor of business fashion to a completely new level. "Modern business wear is becoming more casual, both in terms of the designs and the fabrics used. We will meet this customer need with the new capsule, where we manage to reach an additional flexibility of around twenty per cent with a HI-stretch fabric, for example," says Johannes Fischer, Global Product Director s.Oliver BLACK LABEL Men.

The capsule collection, which will be presented in dedicated business or s.Oliver BLACK LABEL sales areas, consists of six pieces: An anthracite coloured suit made from HI-stretch, a long-sleeved polo shirt made from tech merino, a business T-shirt with functional details, a mixed fabric shirt made from a combination of stretch cotton and jersey and an all-season coat made from bi-stretch nylon with a removable quilted waistcoat.

COMPANY FACTS

The s.Oliver Group was established by Bernd Freier in 1969. In only a few decades, it has grown into one of Europe's leading fashion companies. The Group generated a brand turnover of more than 1.6 billion euros in 2016 and employs around 7,200 people internationally. Besides the brands s.Oliver, s.Oliver BLACK LABEL, s.Oliver ACTIVE, Q/S designed by and TRIANGLE, the company's portfolio also includes comma, comma casual identity and LIEBESKIND BERLIN.