



## PRESS RELEASE

# WE CARE – S.OLIVER GROUP LAUNCHES SUSTAINABILITY PROGRAM

### **ROTTENDORF, 6 May 2019**

In the year of its fiftieth anniversary, the fashion company s.Oliver is pioneering a new approach with regard to sustainability: with the slogan "WE CARE – for PEOPLE, PLANET and the FUTURE", the group combines numerous sustainability implementation measures and initiatives. Various activities have been a firm element of the company philosophy for many years. For the upcoming years, the company intends to increase its commitment in the product and communication areas.

Bernd Freier, CEO s.Oliver Group: "In the s.Oliver Group, we are committed to taking responsibility for social conditions, manufacturing processes and safe products. We intend to continue to intensify our respective measures along the entire value chain in order to further develop our company's sustainability efforts. The s.Oliver Group is a family business and therefore particularly aware of its social and ecological responsibilities. At the same time, caring for people and the planet is also a precondition for our continued business success. Sustainability is therefore an important driver on our path towards the next fifty years."

Accordingly, a Corporate Responsibility Board at the top management level has been driving the pursuit of these goals across all divisions from the top down. Important new aspects include active communication measures on the topic of sustainability, for example a dedicated information section on the company website, and the adoption of a new strategy for sustainable products. The strategy's project agenda currently focuses particularly on sustainable cotton, recycled polyester and eco-friendly denim manufacture. The first products are likely to be in the stores from 2020 onwards, and will be labelled with a specially developed WE CARE hangtag.

### **CLEARLY DEFINED TARGETS FOR MORE SUSTAINABLE MATERIALS**

By 2030, s.Oliver will increase the proportion of sustainable cotton sourced to 100 percent, primarily in cooperation with the "Cotton made in Africa" and "Better Cotton" initiatives. The core brand s.Oliver has the highest proportion of cotton products. "We will already achieve five percent this year, which equals a seven-digit number of individual pieces," says Kristina Szasz, Chief Product and Marketing Officer s.Oliver. "We intend to increase this proportion to fifteen percent by 2020, and to fifty percent over the next five years."

The group also intends to significantly increase the use of recycled fibers over the next few years, especially for the brands s.Oliver BLACK LABEL and comma. Sonja Balodis, CEO comma: "Our customers expect us to deliver modern, stylish looks with that certain something. This also includes being able to wear our clothing with a clear conscience and safe in the knowledge that it has been manufactured responsibly."

See [www.soliver-group.com/en/wecare](http://www.soliver-group.com/en/wecare) for more information about the s.Oliver Group's sustainability activities.



## **COMPANY FACTS**

The s.Oliver Group was established by Bernd Freier in 1969. Over just a few decades, it grew into one of Europe's leading fashion companies. The group of companies employs around 6,400 people internationally. Besides the brands s.Oliver, s.Oliver BLACK LABEL, O/S designed by and TRIANGLE, the company's portfolio also includes comma, comma casual identity and LIEBESKIND Berlin.

If you have any questions, please do not hesitate to contact:

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