



## PRESS RELEASE

# S. OLIVER LAUNCHES NEW UMBRELLA BRAND CAMPAIGN FALL/WINTER 2016

### ROTTENDORF, 1 August 2016

s.Oliver will be launching its new umbrella brand campaign for Fall/Winter 2016 on 1 August 2016. In New York's "Pier 59" studio, photographer Nagi Sakai shot the fresh autumn looks of the newly-defined s.Oliver RED LABEL and s.Oliver BLACK LABEL brands in an informal atmosphere. Natural snapshots taken by the internationally renowned photographer, who has already realised campaigns for Net-A-Porter, Clarks and Chanel, underline the authentic looks. The visual language puts a special focus on the product, thereby perfectly highlighting the interplay between high-quality outfits and the "twinkle in the eye" statement so typical for s.Oliver.

By spreading a relaxed s.Oliver spirit, models **Inguna Butane, Steffy Argelich, Clay Pollioni** and **Mikkel Jensen** present the informal and authentic looks of the casual **s.Oliver RED LABEL** brand. Nagi Sakai also manages to capture the joie de vivre and lightness of the uncomplicated collection statement with the children's models for **s.Oliver RED LABEL Junior**. The internationally successful underwear models **Maryna Linchuk** and **Clint Mauro** present the sensual styles of **s.Oliver RED LABEL Bodywear** while top models **Jessica Stam** and the ex-footballer **John Halls** elegantly present the modern business and smartwear collections for the dressy **s.Oliver BLACK LABEL** brand. Due to their stylish aura, the models further underline the trendy influences and high-quality materials as well as the high degree of wearing comfort offered by these collections.

"We clearly invested in the significance of the brand image for this shoot. In the person of Nagi Sakai, we were able to engage an international celebrity photographer and, thanks to him and the high-class models, we have raised our campaign to an entirely new level, resulting in a modern, quality brand image which perfectly presents the new s.Oliver strategy", claims Susanne Schwenger, Managing Director Product & Marketing at s.Oliver.

s.Oliver RED LABEL Accessories and the s.Oliver RED LABEL Shoes, s.Oliver RED LABEL Time, s.Oliver RED LABEL Jewel, s.Oliver RED LABEL Eyewear, s.Oliver RED LABEL Home, s.Oliver RED LABEL Umbrellas, s.Oliver RED LABEL Socks and s.Oliver RED LABEL Baby licenced products were integrated in the shoot.

From August 2016, the new campaign motifs will be used internationally in the s.Oliver marketing mix – in a huge classic and digital media campaign, at [www.soliver.com](http://www.soliver.com) and at the POS. This will also involve communication of the campaign clips filmed parallel to the photo shoot.



## COMPANY INFORMATION

The s.Oliver Group, which was founded by Bernd Freier in 1969, grew into one of Europe's leading fashion companies within just a few decades. In 2015, the group achieved a brand turnover of 1.6 billion Euros and employed about 7,800 people all over the world. In addition to the s.Oliver RED LABEL and s.Oliver BLACK LABEL, Q/S designed by and TRIANGLE brands, the company's portfolio also includes comma and Liebeskind Berlin.

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