



## PRESS RELEASE

# SIMPLY POP UP! S.OLIVER DENIM WITH TWO POP-UP STORES IN BERLIN AND AMSTERDAM

ROTTENDORF, 12 JANUARY 2015

For the first time in its history, s.Oliver, the international fashion and lifestyle company, will be opening two POP-UP stores for its urban sub-label s.Oliver DENIM in January 2015.

Taking place at the heart of Berlin, the "in" district of "Berlin-Mitte", at the same time as the Berlin Fashion Week, there will be plenty of action on every aspect of the denim lifestyle on the approximately 100 square metres of the shop. A second pop-up measuring some 80 square metres is to open at the heart of Amsterdam around the same time. The two host cities will be linked by various events, performances by local artists and musicians, and a shared "city day". For a short time, a limited collection of T-shirts and denims in modern prints and washes will be available from the POP-UP stores. "Our first two s.Oliver DENIM POP-UP stores in the metropolises Berlin and Amsterdam are one manifestation of s.Oliver's new umbrella brand strategy," explains Reiner Pichler, CEO of the s.Oliver GROUP. "For the urban sub-label, these stores are a very special starting signal, and very much a trailblazer."

The design appeals for the interplay between authentic living worlds that blend smoothly thanks to the consistent understanding of style and the use of natural materials, creating an atmospherically balanced space – together, they merge seamlessly to become a 'denim' attitude to life. The absolute highlight will be an exclusive *secret concert* with an internationally famous act for a selected audience.

### S.OLIVER DENIM POP-UP STORE BERLIN

Oranienburger Strasse 87-89, D-10178 Berlin

Open: 19.1 – 25.3.2015

Opening hours: Monday – Saturday, 11.00 – 20.00

### S.OLIVER DENIM POP-UP STORE AMSTERDAM

Hartenstraat 15, Amsterdam, North Holland 1016CB

Open: 23.1 – 24.2.2015

Opening hours:

Monday: 12.00 – 18.00, Tuesday, Wednesday & Friday: 10.00 – 18.00, Thursday: 10.00 – 20.00,

Saturday: 10.00 – 17.00, Sunday: 12.00 – 17.00

### YOUR CONTACT FOR EDITORIAL QUESTIONS:

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