



PRESS RELEASE

S.OLIVER HONOURS ITS BEST SALES TEAMS AT THE REALSTARS GALA

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On 28 March 2015 the international fashion and lifestyle company s.Oliver invited guests to the REALSTARS Gala in Frankfurt for a third time. Around 1,800 guests arrived on Saturday evening for the corporate event of the year in the Frankfurt Festhalle. During the award show the best sales teams from across the s.Oliver wholesale and franchise partnerships were honoured on stage in eight different categories for their special dedication and performance.

As well as the nominated sales teams, numerous celebrity guests walked across the golden carpet: Creative Director Thomas Hajo, star chef Steffen Henssler, the actresses Karoline Herfurth, Natalia Avelon and Jana Pallaske, and choreographer Nikeata Thompson all appeared in a flurry of flashbulbs. Hosting the gala was actress, singer and presenter Barbara Schöneberger, who led the evening's proceedings together with Mathias Eckert, Managing Director International Franchise & Wholesale s.Oliver. The coveted awards were presented in various categories including »Best sales of the previous year« and »Favourite store«. This year, international prizes were awarded for the first time. Winners accepted the trophies of Swarovski crystal from well-known presenters, including the TV hosts Collien Ulmen-Fernandes, Jochen Schropp and Thore Schölermann.

Among the acts were the band Blitz Kids and the Canadian performer Erika Lemay, who helped make the evening an experience to remember. The latest s.Oliver designs were presented to the numerous guests from trade and industry in a projected 4-D fashion show. Cosma Shiva Hagen alias »Djane Cosmic Sista« took to the turntables for the after-show party.

»This evening belongs entirely to the teams that have given their all throughout the year across all the branches of s.Oliver«, said Mathias Eckert, Manager International Franchise & Wholesale. »We have witnessed an exciting, entertaining and above all emotional evening. We are particularly pleased that four international teams received awards this year too.« In addition to celebrating the employees' successes, social and corporate responsibility was also recognised. In total, s.Oliver donated 50,000 Euros to charities. Steffen Henssler accepted a cheque for 25,000 Euros for »Dunkelziffer e. V.«, a society for young survivors of sexual abuse. As a long-time supporter of the non-profit children's organisation »SOS-Kinderdorf«, Jochen Schropp was thrilled to receive a donation of 25,000 Euros on its behalf.



Created to honour and to thank the best sales teams, this year the s.Oliver REALSTARS Awards were held for the third time in Germany. The prize is a considerable honour and represents a great motivation for everyone involved. This year more than 700 teams competed for the coveted trophies. The accompanying list reveals those who were able to celebrate a victory – and a special surprise gift – at the end of the evening.

This event was also made possible thanks to the generous support of the s.Oliver partners, supporters and friends.

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 2013, the group achieved a brand turnover of 1.62 billion Euros and employed about 7,600 people all over the world. In addition to the s.Oliver, s.Oliver DENIM, s.Oliver PREMIUM and TRIANGLE brands, the company's portfolio also includes comma and Liebeskind Berlin.

For further information, please contact:

Godo Kraemer
Director Marketing

Stefanie Heeg
Manager PR

Telefon: +49-(0)9302-309-9387
Telefax: +49-(0)9302-309-89387
E-Mail: godo.kraemer@de.soliver.com

Telefon: +49-(0)9302-309-9387
Telefax: +49-(0)9302-309-89387
E-Mail: stefanie.heeg@de.soliver.com

soliver.com