

TRIANGLE

PRESS RELEASE

S.OLIVER GROUP POSITIONS TRIANGLE AS AN INDEPENDENT BRAND

ROTTENDORF, June 2015

From autumn/winter 2015, the s.Oliver Group will be positioning TRIANGLE as an independent brand. TRIANGLE's independence is a strategic step by the company with the aim of developing the ladies' outerwear market in plus sizes against the background of the demographic change for the brand's particular target group.

„Focusing on a target customer who is defined not by her size or age, but by fashion and her zest for life, is a logical step for TRIANGLE and an important signal to the market,“ says Armin Fichtel, CEO of the s.Oliver Group.

In the TRIANGLE collections trend themes are implemented for each individual target group. The brand offers casual chic with an easy-to-wear, feminine coolness on eight order and twelve delivery dates. The look is notable for easy-to-combine styles that are suitable for the most diverse occasions. The collections are complemented by special theme capsules and matching accessories such as bags, fashion jewellery, scarves and belts. TRIANGLE is aimed at customers who have a passion for exclusive products, modern design and reliable fits – and who appreciate a good price/performance ratio.

„Our customer has stayed young, but her body has changed over the years. None the less, these ladies still want to be up-to-date with the latest fashions, and implement trends to suit themselves,“ adds Martina Schulte-Block, Global Business Director of TRIANGLE.

The modern TRIANGLE zest for life will be expressed in a new brand appearance from autumn/winter 2015 and in a new shop design in a concept that is based on the play between warm and cold colours and materials. The first TRIANGLE store is planned for 2016, with others to follow

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ADDITIONAL INFORMATION ABOUT THE TRIANGLE COLLECTION

Sizes:

Focus 38 - 50 (52 - 54)

Price range:

€ 29.99 for T-shirts to € 269 for coats

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