

PRESS RELEASE

COMMA CASUAL IDENTITY COLLABORATES EXCLUSIVELY WITH GRAZIA MAGAZINE TO DESIGN A PONCHO

LIMITED REVERSIBLE PONCHO AVAILABLE IN STORES FROM 24 SEPTEMBER

Rottendorf, September 2015

In collaboration with GRAZIA magazine, comma casual identity, the younger casual line offered by the successful international fashion label comma, is launching a woven poncho for the first time. The reversible poncho was designed with the GRAZIA fashion editors and will be available exclusively from 24 September to 18 October 2015 in participating stores, the comma stores and online at comma-fashion.com. The result of this co-operation is a statement poncho in neutral shades with soft highlights in berry tones which can be worn on both sides.

"We are delighted to have been able to combine our fashion skills with the competence offered by GRAZIA in designing a casual "It" piece for the current season", claims Sonja Blömker, Managing Director at comma. "Whether worn with casual trousers and a polo neck or classic drainpipes and a blouse – the reversible poncho is really easy to style", adds Sonja Blömker.

When designing the poncho, GRAZIA Fashion Director Birgit Schlotterbeck met the comma casual identity team at its creative headquarters. It's definitely worth getting a hold of one as the result of this collaboration is impressive: a reversible poncho made of flowing woven wool whose simple colours, soft highlights and striped design in berry hues is a real eye-catcher. It is not only a key piece – it is also a warm accessory for colder days. Moreover, the poncho cuts an equally good figure when draped over the shoulders or worn as a substitute for a scarf.

Styling ideas were supplied by top photographer Ellen von Unwerth and model Charlene Högger, who has been the face of the comma casual identity brand since early 2015. Shooting the current winter campaign on a rooftop in Berlin, they showed just how easily the poncho can be rearranged and presented again and again.

"Collaboration with GRAZIA offers us the perfect opportunity to further develop the profile of our comma casual identity brand and increase visibility within the fashion-conscious target group", claims Sandro Schramm, Marketing Director at comma.

The campaign will be supported at the POS by high-profile window and in-store displays. The poncho will also feature a hang tag. The campaign will also be supported by special advertisements in Grazia and an extensive online campaign. The styles will be available from comma stores, participating comma trading partners and online at comma-fashion.com.

You will find printable images of the campaign at the following link:

http://download.blauberg.de/comma_tools/comma_casual_identity_Grazia_Poncho.zip

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ABOUT COMMA

comma is considered one of Germany's fastest growing ladies' fashion labels of the past five years. Since 2008, its turnover has increased almost five-fold from 42 million euros to 200 million euros. The fashion company's brand world comprises two different brands with clearly distinct target groups. The comma collections are sold at more than 2,500 points of sale in over 25 countries. The distribution network includes the company's own stores, franchise stores, shop-in-shops and online stores in Germany and Austria. comma is an independent brand and a full subsidiary of the Rottendorf textiles company s.Oliver.

For further information on comma, please go to: **www.comma-fashion.com**.

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