



s.Oliver Bernd Freier GmbH & Co. KG

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S.OLIVER LAUNCHES FIRST ADVERTISING CAMPAIGN UNDER THE NEW UMBRELLA BRAND STRATEGY

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s.Oliver is not only fashion. s.Oliver is also an attitude to life that connects people. People who are more than just friends; people who become a family. Because that is what makes a modern family – the strong feeling of belonging together, and sharing precious moments with each other. This lightness, this *joie de vivre*, have been key characteristics of the brand since 1969, and are carrying it into the future.

The new umbrella brand campaign for Spring/Summer 2015 shows the s.Oliver family in all its facets. QS by s.Oliver becomes s.Oliver DENIM. SIR OLIVER becomes s.Oliver PREMIUM. The s.Oliver brand itself comprises all the collections as the umbrella brand, and that is how it will develop its full strength in the future.

American top model **Erin Heatherton** and **Matt Clunan** present the uncomplicated looks of the main line **s.Oliver** against the backdrop of a beach house. The international fashion photographer Richard Phibbs also photographed the pair with child models for **s.Oliver Junior**. The new **s.Oliver Bodywear** and **s.Oliver Beachwear** collections were staged in exactly the same tonality. The younger, cool sub-label **s.Oliver DENIM** is shown with the wearers hanging out in a group on the beach. Models **Miles McMillan** and **Anya Lyokashina** were in front of the camera, wearing the rocking outfits of the trend-orientated collection and cleverly showing them at their very best. Models **Angela Lindvall** and **Adam Senn** showed the new looks of the high-quality, well-dressed line **s.Oliver PREMIUM**.

s.Oliver ACCESSORIES and the license products **s.Oliver SHOES**, **s.Oliver TIME**, **s.Oliver JEWEL**, **s.Oliver EYEWEAR**, **s.Oliver HOME**, **s.Oliver UMBRELLAS**, **s.Oliver SOCKS** and **s.Oliver BABY** were integrated in the shoot.

From February 2015, the new campaign motifs will be used internationally in the s.Oliver marketing mix – in a huge media campaign, at www.soliver.com and at the POS.

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