



LET'S CELEBRATE CITY LIFE: Q/S designed by launches autumn/winter- campaign 2017

Rottendorf, 1 August 2017

HI FRIENDS. HI LOVERS. WE ARE Q/S designed by. LET'S CELEBRATE CITY LIFE.

We are wild. We are free. We are fashion. In our new autumn/winter campaign, photographer Felix Krüger implements the brand message of the urban brand Q/S designed by in various locations in the center of Berlin, and in this way celebrates life in the metropolis. The highlight of the campaign is the photo shooting with Robin Schulz, whose second capsule collection comes into the shops in September.

Models Kailey Hsu, Veneda Budny, Ben Bowers and Will Los present the authentic street styles of the brand exactly where they belong: Shopping in the Asia Food Market, hanging out in the recording studio or at a roof-top party above the roofs of Berlin. Each collection is shot on its own set. The new, exciting looks of the second Q/S designed by Robin Schulz Collection were staged in a record shop according to the slogan "Music meets Fashion".

"The styles of our urban brand Q/S designed by are modern, uncomplicated and always ready to wear. We capture precisely this relaxed spontaneity in our new campaign motifs through their snapshot character and modern attitude. They depict situations which everyone knows and loves, and therefore communicate our individual brand spirit", says Susanne Schwenger, Managing Director Product & Marketing Q/S designed by.

Contact

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From August 2017 onwards, the new campaign motifs will be used internationally in the media mix, focussing on social media (Facebook, Instagram, YouTube), online under www.qs-designedby.com, and in-situ at the POS.

Photographer: Felix Krüger, Stylist: Niki Pauls, Hair: Helge Braunscheidt, Make-up: Steffie Willmann, Creative Director/Marketing Q/S designed by: Ronald Kloiber

ABOUT Q/S DESIGNED BY

Before the brand relaunch, Q/S designed was called s.Oliver DENIM and marketed under the s.Oliver umbrella brand; since August 2016, it occupies a separate position within the s.Oliver Group alongside s.Oliver, comma, LIEBESKIND BERLIN and TRIANGLE. The concept behind Q/S designed by are collaborations with changing international brand ambassadors and brands: we love partnerships! The new brand direction's first major highlight is a cooperation with the internationally successful DJ Robin Schulz in March and September 2017.

You can also learn more about Q/S designed by at www.qs-designedby.com

ABOUT ROBIN SCHULZ

Hits such as "Prayer in C", "Waves", "Sun Goes Down", "Headlights" and "Sugar" helped DJ and producer Robin Schulz to become one of Germany's biggest contemporary pop stars. His instantly recognisable accessories are also the most important tools of his trade: sunglasses (tinted black), baseball cap (worn back to front), and decks. And, of course, his seemingly unerring instinct for super hits streamed a billion times that get everyone all over the world dancing. He's originally from Lower Saxony and is actually quite shy; he doesn't say much and prefers to stand behind his turntables and CD players to let his music do the talking for him. Robin Schulz: what a career! From regional insider tip to national "next big thing" and ultimately to internationally celebrated megastar. At only 29 years old, the producer and DJ is already considered the most successful German artist of the last two decades.

Contact

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