



PRESS RELEASE

S.OLIVER MAKES A BANG WITH THE NEW FALL/WINTER 2017 UMBRELLA BRAND CAMPAIGN

ROTTENDORF, 1 August 2017

On 1 August 2017, s.Oliver will launch its new umbrella brand campaign for a colourful, fresh Fall/Winter season. Photographer Nagi Sakai creatively staged the s.Oliver and s.Oliver BLACK LABEL winter styles in a studio in Berlin. He had already worked on the Spring/Summer 2017 campaign as well as the Autumn/Winter 2016 campaign for s.Oliver, setting new visual standards.

With the central concept of 'COLOR SHOCK/COLOR BLOCK', s.Oliver is aiming to make a bang: calming natural tones appear in blocks with such as Poppy Red and Cosmic Blue to create a classic and sporty look. Denims and sporty, wide-cut woven pants with contrasting horizontal stripes complement the style. The campaign deliberately picks up the collection colours in strong backgrounds: "For Autumn/Winter, we are consciously focusing on rich colours to give our image a fresh look that creates a definitive desire for the new trends! Our themed specials also match perfectly the new concept, and show customers which favourite pieces are unmissable for colder days," says Susanne Schwenger, Product & Marketing Director at s.Oliver. September's focus will be on AUTHENTIC DENIMS and cosy KNITWEAR. October will see a mix of wool and down jackets with new OUTDOOR pieces to perfectly complement the outfits. Models **Inguna Butane**, **Antonina Petkovic** and **Harvey Haydon-Newton** will present the natural look of the casual brand s.Oliver. Nagi Sakai is also capturing the s.Oliver Junior collection's simple expression in authentic images using child models.

Karolina Kurkova is again the face of the s.Oliver BLACK LABEL campaign. With her unique looks, the supermodel underscores the discerning expression of the Dressed Brand collection, one that translates modern influences into wearable designs, and so rests on premium quality. The Fall/Winter tops and sleeves are made mainly from the finest wool and cashmere. For the new campaign, Karolina Kurkova will first present her favourite pieces from the collection, which are sold under the „Karolina Kurkova – My Favorite“ label. **Gaspard Meinier** will elegantly stage the Autumn/Winter edition of the JOGG-SUIT and the brand-new BOMBER-SUIT in a casual yet elegant way. The s.Oliver BLACK LABEL campaign concept also features the collection colours in the background.

s.Oliver Accessories and the licensed products s.Oliver Bodywear, s.Oliver Shoes, s.Oliver Time, s.Oliver Jewel, s.Oliver Eyewear, s.Oliver Umbrellas and s.Oliver Socks were integrated in the shoot.



The new campaign themes will feature internationally in the s.Oliver marketing mix from August 2017 – in a major media campaign in print and online media, on s.Oliver social media channels, on soliver.com and physically at the POS. The campaign clips that were created during the shoot will also be communicated.

COMPANY INFORMATION

Founded by Bernd Freier in 1969, the s.Oliver Group has developed to become a leading European fashion company within a few decades. The Group reported brand sales of €1.67 billion in 2015, and employed some 7,200 people internationally. In addition to the s.Oliver and s.Oliver BLACK LABEL, Q/S designed by and TRIANGLE brands, the company's portfolio also includes comma and LIEBESKIND BERLIN.

Should you have any questions, please contact:

Julia Stang

Consultant Fashion & Brand PR

Telefon: +49-(0)9302-309-9822

Telefax: +49-(0)9302-309-89822

E-Mail: julia.stang@de.soliver.com

Verena Vãth

Consultant Fashion & Brand PR

Telefon: +49-(0)9302-309-9557

Telefax: +49-(0)9302-309-89557

E-Mail: verena.vaeth@de.soliver.com

soliver.com