



PRESS RELEASE

FEELS LIKE SPRING: S.OLIVER LAUNCHES NEW UMBRELLA BRAND CAMPAIGN FOR SPRING/SUMMER 2016

ROTTENDORF, 1 February 2016

On 1 February 2016, s.Oliver is launching its new umbrella brand campaign under the slogan of "Feels Like Spring". The internationally renowned photographer Enrique Badulescu has staged easy, down-to-earth moments in spring. His chosen perspective places a special focus on the products of s.Oliver, s.Oliver DENIM and s.Oliver PREMIUM in a way that is extremely contemporary and up-to-date.

Top models **Cristina Tosio, Esther Heesch, Jacey Elthalion and Vegard Vik** present the looks of the main line s.Oliver. Enrique Badulescu captured spring-like situations in the countryside with a twinkle in one's eye, and also photographed child models for **s.Oliver Junior** in a family-based setting. The new **s.Oliver Bodywear** collections are shown in a very sensuous setting by **Cristina Tosio and Jacey Elthalion**. The high-quality **s.Oliver PREMIUM** styles for special occasions are worn by **Cristina Tosio, Dalia Günther, Jacey Elthalion and Bo Develius** in an evening pool-side ambience. Warm summer nights are the perfect occasions for sociable get-togethers with family and friends. The urban brand **s.Oliver DENIM** is seen on a road trip along a rocky coast. **Esther Heesch, Marijn van Ingen, Jarrod Scott and Bo Develius** present these trendy, easy looks.

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 2016, the new campaign motifs will be used internationally in the s.Oliver marketing mix – in a huge classic and digital media campaign, at www.soliver.com and at the POS. The campaign claim is communicated as **#FEELSLIKESPRING**.

COMPANY INFORMATION

The s.Oliver Group, which was founded by Bernd Freier in 1969, grew into one of Europe's leading fashion companies within just a few decades. In 2013, the group achieved a brand turnover of 1.65 billion Euros and employed about 7,400 people all over the world. In addition to the s.Oliver, s.Oliver DENIM, s.Oliver PREMIUM and TRIANGLE brands, the company's portfolio also includes comma and Liebeskind Berlin.



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