



THE FUSION COLLECTION

PRESS RELEASE

S.OLIVER LAUNCHES FIRST SEE NOW BUY NOW-COLLECTION WITH HIGH-LEVEL FASHION SHOW

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SEE NOW BUY NOW COLLECTION via live stream - the international fashion brand s.Oliver has launched its new and exclusive "athisure" capsule collection with a high-level fashion show at Frankfurt's Festhalle on 25 March. The collection was available online and in selected stores right after the show. The premiere of the innovative capsule collection 's.Oliver THE FUSION COLLECTION' was celebrated with a gigantic fashion show and sets with creative tools like the live streaming of the show and the innovative communication new standards in the history of the s.Oliver Group.

„Everything started with the idea of a see-now-buy-now concept, that brings the runway looks directly to our customers. With the presentation of the s.Oliver THE FUSION COLLECTION and an innovative communication strategy, we created a fulminant show! The staging of the show itself, the special mix of super models and young influencers as well as the communication regarding the collection before, during and right after the event shows s.Oliver's new vision!“, says Susanne Schwenger, Managing Director Product & Marketing at s.Oliver.

FASHION SHOW

At the big fashion show a trendy mix of high class models, influencers and well-known stars presented the collection's styles: Karolina Kurkova walked the runway together with Lena Gercke, Shermine Shahrivar, Cosima Auermann, Noah Becker, Cheyenne Ochsenknecht und the influencer stars Jimi-Blue Ochsenknecht, Elena Carri ère, Lorena Rae, Jüly Mery und Ben Dahlhaus. German stars like Janina Uhse, Raúl Richter or Kim Hnizdo sat at the front row and were excited about the modern staged capsule collection.

The blogger und influencers Nina Schwichtenberg (Fashiioncarpet), Patrick Kahlo (Patkahlo), Laura Noltemeyer (Design-dschungel), Aylin König, Jaqueline Mikuta (Mikutas), Konstantin Krayer, André Hellmundt (Tommeezerry), Janina Pfau (Janina Who), Patrizia Palme and Luise Mogeneyer (KleinstadtCarrie) were posting their favorite pieces with #thefusioncollection and wore them at the red carpet. They covered the spectacle live via Instagram and Snapchat and shared the live streaming on their Facebook channels. The stream can be seen via www.soliver.com/fusion afterwards, too.

After the big show DJ star Robin Schulz performed as another highlight at the after show party.



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EVENTS & MARKETING

The catwalk show was broadcasted live on the online shop together with a direct „buy now“ option for the outfits shown. The presentation was streamed within the scope of major s.Oliver THE FUSION COLLECTION events at s.Oliver retail stores in Hamburg and Stuttgart, and also at smaller VIP events in seven other stores. The exclusive by-invitation-only audience of customers, local bloggers and press representatives followed the show and the presentation of the collection ranges whilst enjoying some unusual exceptional cocktails and food, and could buy the outfits at the store afterwards. Another highlight is the „showrooming“ concept: in ten selected stores, the customers will be able to look at the s.Oliver THE FUSION COLLECTION outfits on counters and tablets and order them directly in-store from 27 March onwards.

From March 2017, the exclusive s.Oliver THE FUSION COLLECTION is pushed with a large-scale POS, public relations, social media, influencer, out of home and advertisement campaign. With regard to this massive media and marketing power the brand set itself the target of reaching over 100 million contacts from March 25 to April 23.

COLLECTION

The s.Oliver THE FUSION COLLECTION looks come from the sportswear sector. Lightly adapted they have become suitable for everyday wear and have found their way into the fashion world. The silhouettes and sportswear fabrics used for the ten „everyday favourite“ outfits created for the Men as well as the Women range reflect this. The focus is set on bonded and bi-stretch fabrics, as well as flowing crepes, along with contrasting stripes, tape trims and bonded, rather than classic seams that add a modern casual touch.

THE FUSION COLLECTION by:

s.Oliver RED LABEL Women
s.Oliver BLACK LABEL Women
s.Oliver RED LABEL Accessories

s.Oliver RED LABEL Men
s.Oliver BLACK LABEL Men
s.Oliver RED LABEL Shoes

COMPANY FACTS

The s.Oliver Group was established by Bernd Freier in 1969. In only a few decades, it has grown into one of Europe's leading fashion companies.

In 2015, the Group generated a brand turnover of more than 1.6 billion euros and employed around 7,800 people internationally. Besides the brands s.Oliver RED LABEL and s.Oliver BLACK LABEL, Q/S designed by and TRIANGLE, the company's portfolio also includes comma and LIEBESKIND BERLIN.