

PRESS RELEASE

"SELECTED BY INSTYLE": COMMA CO-OPERATES WITH THE LEADING FASHION MAGAZINE INSTYLE LIMITED EDITION OF FAVOURITE STYLES AVAILABLE EXCLUSIVELY FROM THE INTERNATIONAL FASHION LABEL COMMA

Rottendorf, 24.08.2015

Together with the fashion magazine InStyle, the internationally successful fashion label comma is, for the first time, bringing a limited edition of the editorial team's favourites into stores. „The "Selected by InStyle" looks will be available exclusively between 27.8. and 20.9.2015 from participating retailers, comma stores and online at comma-fashion.com. The limited edition focuses on special styles in popular trend colours and cuts that are perfect for combining and creating fabulous looks for the summer/fall transition period.

"We are very proud of the co-operation with InStyle, one of the most successful magazines in the fashion segment," says Sonja Blömker, comma's managing director. "The Selected by InStyle looks are easy to wear and feminine, and have the special details that are typical of the comma signature. We are delighted that the editorial team likes our styles," she continues.

Cocooning defines the "Urban Trends" of the Selected by InStyle looks. The editorial team's favourites are a cosy knit-style cape with plenty of volume that is perfect with a light, timeless blouse and narrow trousers. In addition to a playful top in a subtle mint green, the collection also includes fake leather trousers and a grey cardigan with a feminine silhouette. The looks are complemented by a classic business bag and a statement hat.

"We would like the Selected by InStyle campaign to further increase the perception of us as an international fashion and lifestyle company with premium standards," explains comma's head of marketing Sandro Schramm. "And we are delighted to have won InStyle as our partner for the comma collection. When it comes to alignment and target groups, InStyle and comma are the perfect partners," he adds.

The campaign will be accompanied by an extensive POS campaign, and window and in-store displays for retailers. All limited items will also be identified by an InStyle hang tag. The campaign will also be supported by media advertisements and an extensive online campaign. The styles will be available from comma stores, comma trading partners and online at comma-fashion.com.

You will find printable images of the Selected by InStyle looks here:

http://download.blauberg.de/comma_tools/comma_select-by-Instyle_press-material.zip

ABOUT COMMA

comma is considered one of Germany's fastest growing womens' fashion labels of the past five years. Since 2008, its turnover has increased almost five-fold from 42 million euros to 200 million euros. The fashion company's brand world comprises two different brands with clearly distinct target groups. The comma collections are sold at more than 2,500 points of sale in over 25 countries. The distribution network includes the company's own stores,

comma,

franchise stores, shop-in-shops and online stores in Germany and Austria. comma is an independent brand and a full subsidiary of the Rottendorf textiles company s.Oliver.

For further information on comma please go to **www.comma-fashion.com**

PRESS CONTACT:

comma, GmbH, Nina Engelke

Tel.: +49 (0) 9302 / 309 – 9715

nina.engelke@comma-fashion.com

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