



PRESS RELEASE

s.OLIVER BLACK LABEL WOMEN EXTENDS SIZE RANGE UP TO SIZE 48

ROTTENDORF, July 16, 2019

From November 2019 onwards, the brand s.Oliver BLACK LABEL Women will for the first time offer clothing in size 48 in response to the increasing demand from consumers and market potential analyses. The aim is to also transfer the existing expertise when it comes to ideal cuts and value-for-money to an extended size range.

With the addition of size 48, s.Oliver BLACK LABEL Women's ideal cut clothing will in future be available in the size range 32 to 48. The brand's well-established bestsellers will be available on the market in this additional size. From November to February, the respective pieces will feature in the company's in-season range.

Furthermore, from March 2020 onwards, also the main collection will include the favorite pieces of the s.Oliver BLACK LABEL Women customers up to size 48. "The requirements and needs of our customers are our top priority! We are very happy that from now onwards, even more women will be able to discover our collections for themselves. Fashion should above all be fun, and women should be able to enjoy it regardless of their clothing size," says Anita Beckmann, Global Business Director s.Oliver BLACK LABEL Women.

Retailers can already order the first s.Oliver BLACK LABEL Women styles from July 22, 2019 onwards.

COMPANY FACTS

The s.Oliver Group was established by Bernd Freier in 1969. In just a few decades, it grew into one of Europe's leading fashion companies. The group of companies employs around 6,400 people internationally. Besides the brands s.Oliver, s.Oliver BLACK LABEL, s.Oliver ACTIVE, Q/S designed by and TRIANGLE, the company's portfolio also includes comma, comma casual identity and LIEBESKIND Berlin.

If you have any questions, please contact:

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