



## PRESS RELEASE

# S. OLIVER CELEBRATES 50TH ANNIVERSARY WITH MAJOR CAMPAIGN & ANNIVERSARY COLLECTION

### **ROTTENDORF, August 2019**

The international fashion and lifestyle brand s.Oliver is celebrating its 50th anniversary. A major marketing campaign that focuses on s.Oliver's THE ANNIVERSARY COLLECTION, developed exclusively for the anniversary, will be launched in September. The madras check collection plays with the brand's success story, which began with a small shop in Würzburg in 1969. It will be accompanied by a campaign that communicates the family spirit that is typical for s.Oliver, and plays with everyday situations in a humorous way.

The brand's anniversary campaign lays the foundations for further advertising measures and communicates the reviewed and sharpened s.Oliver DNA. "We want to encourage ordinary people to discover their personal style on equal terms. To try something new for a change, to simply have fun with fashion! We are always happy to help our customers with practical advice, and continuously inspire them with new trends and unexpected combinations so that everyone finds the best individual look for themselves," says Kristina Szasz, Chief Product & Marketing Officer s.Oliver. Wherever possible, s.Oliver spreads optimism and humor with cheeky messages and playful details. With the twinkle in the eye that is typical for s.Oliver, the brand makes sure that the customers experience fun and surprises on all channels.

The 360° campaign was shot in Tallinn by the Dutch photographer team Belle Wahr & Jip Merkies; the accompanying video clip was created in collaboration with Florida Reklame. The campaign tells the story of a family that meets up to celebrate the grandparents' golden wedding anniversary – in the s.Oliver family's favorite pattern, of course: madras checks. The usual everyday chaos breaks out on the way there – from a missed bus, to the children getting out of hand and a ruined present. However, in the end, all that matters is being together as a family and having a good time. Everyone is familiar with such situations; the story portrays everyday family life with a twinkle in the eye – totally in keeping with the motto "50 YEARS WORN BY GENERATIONS".

The content will be communicated extensively and in a target group appropriate way in all distribution countries on TV and the social media channels, at the POS including shop windows, in print and online advertisements, on digital out-of-home advertising and in cooperation with 50 influencers using the **hashtag #50years50stories** from September 26<sup>th</sup> to October 27<sup>th</sup>. In addition, there will also be dedicated pop-up shops for the promotion of the s.Oliver THE ANNIVERSARY COLLECTION with existing and new retail partners.

### **s.Oliver THE ANNIVERSARY COLLECTION: Madras pattern laid the foundations for the company's success**

From dresses to sweatshirts with logos on the front, madras trousers and reversible down jackets - the s.Oliver Women, Men and Junior collections offer everything the fashion-conscious heart desires this autumn. The outfits are based on the authentic colors that are characteristic for s.Oliver: bright red, dark navy, royal blue, a striking curry yellow as well as white and a mottled grey. Accessories such as bags, scarves, beanies, industrial webbing belts and quilted bags perfect the family look.



The anniversary collection catapults the legendary madras pattern from the company's early days to 2019. Its founder Bernd Freier imported thousands of colorful madras shirts directly from India in the early 1970s; they sold like hotcakes – even though they were supplied in purple rather than blue by mistake. s.Oliver, the company that started with a small boutique in a shopping arcade in Würzburg, was now a manufacturer and wholesaler rolled into one. Other products followed the madras shirts, then entire collections and finally, their division into different brands. In 2007, the company's turnover exceeded the billion mark for the first time. The conclusion of founder and CEO Bernd Freier: "I didn't have a masterplan. I made good use of opportunities, and I was lucky enough to have the right people on my team at just the right time!"

The family-run business s.Oliver has now evolved into an international group of companies with around 9,000 retail stores and shop-in-shops in 44 countries and around 6,400 employees. Its headquarters are located in Rottendorf in Franconia, Germany. As one of the region's largest employers, the s.Oliver Group employs around 2,000 people there and dispatches up to three million pieces all over the world every week. The region benefits not only in the form of local jobs but also in the form of the company's long-standing support of various clubs and cultural events such as the Africa Festival or the Mozartfest. The Würzburg-Schweinfurt chamber of commerce and industry has honored s.Oliver with an award in recognition of its role in the region.

### **Into the future with digitalization and sustainability**

Even now, 50 years on from its beginnings, all of the company's policies and actions are still based on the ideas of its founder, who simply set it up together with his team and was adventurous and courageous enough to take risks from time to time. This encourages the company's employees to utilize their own strengths and to continuously excel themselves with new ideas. It is precisely this spirit that governs the s.Oliver Group's approach to the future in a challenging market environment.

One important driver is digitalization, which has reached almost all areas of the company. With s.O.EXCITED!, the s.Oliver Group has established a business incubator and start-up that identifies customer-relevant measures within the company, tries them out without delay and implements them if they are successful. The aim is to emotionally charge the shopping experience on all channels, and to inspire long-term customer loyalty to the brands. This includes the use of artificial intelligence as well as omnichannel offers or digital signage. In parallel, the company is forging ahead with the digitalization of the product development process.

The issue of sustainability has also played an important role in the s.Oliver Group for many years. The family-run business takes it for granted that it has to take responsibility for social aspects, manufacturing processes and safe products. Since early 2019, all activities connected to the implementation of sustainability have been united under the claim "WE CARE – for PEOPLE, the PLANET and the FUTURE", and have been accompanied by more intensive communication measures. s.Oliver is also extending its respective commitment further in the product area with a new strategy. Projects currently on the agenda include sustainable cotton, recycled materials and eco-friendly denim manufacturing, for example.

Just in time for its 50th anniversary, an expert jury whose members hail from the areas of science, business and the media has awarded the s.Oliver brand the accolade "Superbrand 2018/2019". For its future development, the brand can rely on the huge level of brand awareness it enjoys in Germany.

### **Opening of s.Oliver Museum**

On the occasion of the company anniversary, a dedicated s.Oliver Museum has been created at the company's headquarters. It focuses on some of the highlights from the brand's fifty-year history with product and marketing exhibits. Directly adjacent to the central reception area, it offers every visitor an uncomplicated chance to pop in and be surprised. The objects on display range from the original madras shirt to an image gallery with some of the important faces of past advertising campaigns and a Formula 1 racecar from the sports sponsoring area.



## 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.

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