



## PRESS RELEASE

# S. OLIVER LAUNCHES NEW CONTENT CONCEPT IN 2018

### **ROTTENDORF, February 2018**

s.Oliver is taking its new content production to the next level: Away from bi-annual campaigns towards monthly omni-channel content, beginning with the spring campaign 2018. Over 17 days, more than 290 images for all touchpoints such as printed, online, POS and eShop advertisements, and 100 social media images as well as various fashion videos were produced for this campaign. In comparison to the former biannual campaigns with only one topic, from now on there will be various fashion stories generated for every month and collection. Photographer Sven Bänzinger cleverly combined s.Oliver's springtime looks with the colourful ambience of the shooting location in Lisbon.

Sandro Schramm, Marketing Director s.Oliver explains the background: "With the new strategic concept we are clearly going towards the future and focusing on digitisation. Biannual image campaigns aren't up to date and don't fit our monthly changing collections and themes. Therefore the new content strategy is custom-made for the demand of our digital and mobile channels. We are then similarly adapting this mobile first content to all touchpoints like screens or displays at stationary retail or out of home. In past times it was the other way round."

With model **Kirstin Liljegren**, s.Oliver already introduces some first spring vibes to January with a fresh mix of strong colours. In the following month, s.Oliver Women focuses on denim: In combination with brilliant floral prints, the fabric is just as varied and interesting as the lively streets and mosaic floors of Lisbon's historic city centre. Pastel-coloured trench coats for the ladies and functional jackets for the gents are outdoor must-haves in March. The campaigns are perfectly staged by the models **Antonina Petkovic** and **Alexandre Cunha**. The authentic and also casual looks of the s.Oliver Junior collection make us look forward to sunny days.

In spring, s.Oliver **BLACK LABEL** features sophisticated contemporary outfits for all fashion fans. **Super model Karolina Kurkova** is, once again, the face of the campaign and presents her "favourites", as well as a high-quality dress collection with matching mini-me looks for the next generation of trendsetters. The whole family will be dressed to impress at the next party! The looks were photographed in a stylish setting with a home ambience. With the new, individual outfits from **BLACK LABEL Men**, **Luke van Geffen** shows how to successfully combine smart casual wear with business fashion.

s.Oliver Accessories and the licensed products s.Oliver Bodywear, s.Oliver Shoes, s.Oliver Time, s.Oliver Jewel, s.Oliver Eyewear and s.Oliver Umbrellas were also integrated into the fashion shoot.



## 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 2016, the Group generated a brand turnover of more than 1.6 billion euros and employed around 7,200 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, comma CI and LIEBESKIND BERLIN.

Should you have any questions, please contact:

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