



PRESS RELEASE

THE NEW S.OLIVER DENIM CENTER OF EXCELLENCE: DENIM IS YOUR NEW BEST FRIEND

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"Denim is your new best friend" is s.Oliver's latest motto: the newly established s.Oliver Denim Center of Excellence bundles the company's denim expertise for the brands s.Oliver, s.Oliver BLACK LABEL and Q/S designed by. A new denim range, including a fit guide, with beautifully crafted cuts, innovative fabrics and inventive washes has been created with an eye for detail. Within the scope of the Group-wide WE CARE sustainability program, s.Oliver also increasingly relies on sustainable material procurement and natural resource conserving manufacturing processes. The first Spring/Summer 2020 drop is available to order from Monday 22 July onwards.

With the claim "Denim is your new best friend", the team of experts has been focusing its existing denim expertise since October 2018, and has developed a unique signature denim style with an impressive price/performance ratio. The focus is on new, consistently reliable fits for all body types that have been reviewed under consideration of market analyses. Details such as stitching, washes and trims also play an important role when it comes to developing perfect and well-cut jeans for each brand – the right pair of denims for any occasion; the new "best friend" in your wardrobe!

All of the Denim Center of Excellence's developments focus on inspiring the customers' enthusiasm. Kristina Szasz, Chief Product & Marketing Officer s.Oliver: "With the Denim Center of Excellence, we are following a clear vision: to inspire enthusiasm for our jeans in our customers with our new, perfect denim products every day – thanks to flattering fits, high-quality fabrics, environmentally compatible manufacturing under the s.Oliver Group sustainability program WE CARE and simply good value for money, totally in keeping with the claim 'Denim is your new best friend!'".

Extremely helpful in this respect is a central analysis of the market developments and trends which are then taken into account during the development of the collections for the individual brands. Furthermore, the range of denims that can be reordered will also be more extensive from now onwards. With a new range of attractive denim products, s.Oliver intends to increase the appeal of its brands and to raise the company's profile as a denim specialist.

Good to know:

- Every year, the s.Oliver, s.Oliver BLACK LABEL and Q/S designed by main collections feature around **500-600 denim products**.
- The **first NOOS denim drops for the spring/summer of 2020** can be ordered from July 22 to 26 during the respective events at the s.Oliver showrooms.
- Please approach the showroom sales consultants for **more detailed information about the drops and ordering periods** of the individual brands.



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, O/S designed by and TRIANGLE, the company's portfolio also includes comma, comma casual identity and LIEBESKIND Berlin.

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