



PRESS RELEASE

S.OLIVER IS LOOKING FOR THE MODEL STARS 2016

ROTTENDORF, 25 May 2016

In May and June 2016, the international fashion brand s.Oliver will be looking for the s.Oliver MODEL STARS 2016. The huge model contest was held last year for the first time, and saw more than 6,200 candidates.

Now you have another chance: From 25 May, men and women can apply online at www.soliver.com/modelstar. In June there will be additional live castings in selected s.Oliver stores. There, the participants can be professionally styled and photographed in their favourite outfits.

We are looking for the new MODEL STARS all over the world: In eight countries – in Germany, Austria, Switzerland, the Netherlands, Belgium, Luxembourg, Croatia and Slovenia – s.Oliver will call for the big model casting at the same time. An expert jury, among them Heidi Gross, owner of the model agency "MODEL MANAGEMENT", fashion blogger Nina Schwichtenberg (www.fashiioncarpet.com) and Kerstin Brönner, s.Oliver Head of Brandmarketing, will select the top 5 from the female candidates as well as the top 5 from the male candidates for each country. The respective winning couple will then be chosen via online voting until the beginning of July, and may come from different countries.

And last but not least: The two MODEL STARS 2016 can look forward to a one-year contract with the international model agency "MODEL MANAGEMENT" from Hamburg. Furthermore, they will be booked for their first job by s.Oliver. In the following cities, castings will be held in the respective s.Oliver flagship stores:

30 May 2016	Vienna
1 June 2016	Salzburg
2 June 2016	Munich/Constance
3 June 2016	Würzburg/Sindelfingen
9 June 2016	Stuttgart/Cologne
10 June 2016	Hamburg/Hanover



S.OLIVER COMPANY INFORMATION

The s.Oliver Group, which was founded by Bernd Freier in 1969, grew into one of Europe's leading fashion companies within just a few decades. In 2014, the group achieved a brand turnover of more than 1.6 billion Euros and employed about 7,600 people all over the world. In addition to the s.Oliver, s.Oliver DENIM, s.Oliver PREMIUM and TRIANGLE brands, the company's portfolio also includes comma and LIEBESKIND BERLIN.

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