



## PRESS RELEASE

# S.OLIVER TURNS CHRISTMAS SHOPPING INTO A 3D EXPERIENCE WITH AUGMENTED REALITY

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As part of its "HAPPY CHRISTMAS" campaign, s.Oliver is making it possible for its customers to view 3D presentations of its outfits, thereby adding a new dimension to the Christmas shopping experience. The s.Oliver app's new augmented reality feature allows users to experience the Christmas looks for the first time in 3D, either at the store or with the aid of the Christmas booklet. This move reflects the fashion and lifestyle company's decision to take a big step towards the future of fashion visualisation. The use of augmented reality technology as an element of the company's 'mobile first' strategy makes s.Oliver a frontrunner when it comes to mobile shopping.

Augmented reality creates a link between the real and the digital world, resulting in a totally new shopping experience. "We are delighted that we have been able to accelerate digitalisation further for the end customers with this new app feature. The increased number of app downloads and the high level of interaction prove that this concept gives a lot more added value to the customers and that we are on the right track with our 'mobile first' strategy. And from our perspective, that is ultimately what counts," says Vanessa Stützle, the s.Oliver Group's Chief Digital Officer.

The only thing s.Oliver customers need to enjoy this added value is a smartphone and the s.Oliver app, which can be downloaded for free. The special feature can be "triggered" by means of the s.Oliver Christmas booklet and also by shop floor and window stickers at selected stores. When the stickers or booklet pages are viewed through a smartphone, the respective model is displayed in 3D and literally starts to move out of the catalogue or off the shop floor. At certain s.Oliver stores (for example those in Munich, Hamburg, Berlin, Stuttgart or Würzburg), this is used to present certain Christmas looks life-size. However, the products are not only shown but can also be interacted with: moving or turning the smartphone allows the outfits to be viewed in detail from all angles.

Susanne Schwenger, Managing Director Product & Marketing s.Oliver, is enthusiastic about the new possibilities s.Oliver is offering its customers with this 3D technology: "The augmented reality feature in the Christmas booklet and on the stickers at the stores provides our customers with a realistic, up-close visualisation of our winter outfits and what they look like when they are worn. Cuts, colours and textures are shown on the smartphone in as much detail as never before – this truly is Outfit Presentation 2.0!"

The cooperation partner Orendt Studios used a special 360° recording system to capture the images. The products were photographed from every angle with the aid of around 90 cameras. The camera pictures were then used to calculate 3D objects that were subsequently uploaded to the s.Oliver app.

Fancy having a go? Just get the latest "HAPPY CHRISTMAS" booklet from an s.Oliver branch, download the s.Oliver app ([soliver.com/app](http://soliver.com/app)) onto your smartphone and off you go!



## 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. The Group generated a brand turnover of more than 1.6 billion euros in 2015, and employs around 7,800 people both in Germany and internationally. Besides the brands s.Oliver RED LABEL, s.Oliver BLACK LABEL, Q/S designed by and TRIANGLE, the company's portfolio also includes comma and LIEBESKIND BERLIN.

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