



PRESS RELEASE

+++ Information and video material under embargo until 08. April 2021 +++

s.Oliver heralds the future of the brand with a major image campaign

A new logo, a new claim and a new brand orientation: The fashion and lifestyle brand s.Oliver will present itself in a new light from April 2021 and starts into the future. A 360° brand campaign will be implemented as part of the relaunch.

Rottendorf, March 16, 2021. s.Oliver Group has come a long way since it was founded in 1969 - the Rottendorf-based company has been able to establish itself as one of Germany's leading fashion groups. s.Oliver, the brand that started it all, is one of the best known in the country with a current brand awareness of more than 85%*. With investments in the collections as well as a new orientation, s.Oliver is writing the brand DNA into the future after more than 50 years. The goal of the brand relaunch, which was developed in collaboration with the Serviceplan Group, is to gain presence, relevance and profile while tapping into new, urban target groups.

The reorientation of the brand extends across all areas such as marketing, e-shop, social media and retail. The central theme is always life because s.Oliver makes fashion for life. In addition to the visual modernization with a new brand identity, which also visualizes the brand in a particularly clear and contemporary way in the digital space, s.Oliver adds its brand essence with "Fashion for life" directly to the new logo.

Levin Reyher, Director Marketing & Licences s.Oliver emphasizes: *"We consistently focus on the lives of our customers because the role of fashion in our society has changed. Fashion has to support people in their lives and not push itself to the fore. We know that our target group loves fashion, but their lives don't revolve around it. And that's a good thing. We want to convey this contemporary attitude. This also means that in the future we will increasingly position ourselves on social issues that affect the way we live together."*

The brand presents itself accordingly with the image campaign and the claim "Looks that tell your story." in April: self-confident, genuine and positive. This claim will also be used beyond the campaign and will accompany s.Oliver in the long term. In line with the brand manifesto statement "No Chi-Chi, no circus



but really good fashion," s.Oliver is gearing its products even more closely to the lives of its customers and above all creating emotions and inspiration.

The collections meet high quality standards and are wearable in the long term. They fit into all life situations and convey a good feeling when worn. Important guidelines are also principles such as "size 8 is really a 8" and the expansion of the s.Oliver WE CARE sustainability program.

Life belongs at the center

Showing attitude is also the guiding idea of the major retailers who founded the "Life belongs at the center" initiative in February 2021. As an alliance of brands, the initiative is campaigning for a safe and regulated but also extensive reopening of retail and the revitalization of cities. The city center is a microcosm that only functions in interaction with the retail trade, the cultural sector and the gastronomy. Good concepts are needed here to lead the cities into the future. s.Oliver would like to make a contribution to this by providing the window spaces in its own stores for creative artists as a stage at selected locations in the early summer of 2021. The performances will also be broadcast online via a livestream. More information will follow shortly in a press release.

The styles of the brand campaign will be available from April

in s.Oliver stores, in retail stores and in the online store at www.soliver.com.

High resolution campaign material and clippings are available for editorial purposes.

Interview options with s.Oliver contacts are available upon request.

* GfK Brand study February 2021

About s.Oliver:

Founded in 1969 by Bernd Freier, the s.Oliver Group has become one of the leading European fashion companies and celebrated its 50th anniversary in 2019. The Group employs around 5,100 people internationally. Besides the brands s.Oliver and Q/S designed by the company also includes comma and Liebeskind Berlin in its portfolio.

Press contact for more information, collection samples & high-resolution images:

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s.Oliver

FASHION FOR LIFE

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