

Press Release

Eva Herzigova – the new face of GERRY WEBER

GERRY WEBER signs up international super model Eva Herzigova to star in new campaign for autumn/winter 2017 with a clear brand focus:

FEMININE-CASUAL CHIC-INSPIRING

(Halle/Westphalia, 26 June 2017) Eva Herzigova, the internationally successful super model, is the new face of the campaign for the GERRY WEBER Autumn/Winter Collection 2017/18. Approachable, warm-hearted, inspiring – her unique personality and her inspiring, individual style have influenced the attitude and lifestyle of many self-confident, successful women.

“GERRY WEBER is a strong brand for women that stands for brand values such as FEMININE, CASUAL CHIC and INSPIRING,” said Ralf Weber, CEO of GERRY WEBER International AG. “They reflect both the zeitgeist and the value system of the company and underline our mission ‘Bringing the best to every woman we dress. With her personality and her style, top model Eva Herzigova credibly embodies the self-confident premium lifestyle.”

The campaign builds on the comprehensive communication strategy – from the international focus of the campaign to the POS materials and the events. The purpose of the communication is to create guardrails and with support of the new testimonial Eva Herzigova to realise a 360-degree strategy that comprises specialist retail customers, retail partners, stores and agencies as well as international customers and employees.

GERRY WEBER has signed up creative agency Donald Schneider Studio to develop and implement the campaign. The renowned agency, which is well-known for its attention-grabbing designer campaigns, cooperated closely with the team of Raimund Axmann, Executive Vice President of the GERRY WEBER Strategic Business Unit, to develop the concept featuring top model Eva Herzigova as the leading figure. Donald Schneider, owner and Creative Director, is convinced that “Eva Herzigova ideally embodies the brand values of GERRY WEBER and adds a touch of magic to the campaign.”

A Londoner by choice, 44-year-old Eva Herzigova has many of the characteristics modern and style-conscious women can easily identify with. She adds a touch of character, style and elegance to the GERRY WEBER fashion and underlines the premium appeal of the international lifestyle brand.

GERRY WEBER

INTERNATIONAL AG

Some 16 campaign visuals photographed by Benny Horne stand for today's and tomorrow's self-confident and feminine woman. They were shot at the Côte d'Azur, where Eva Herzigova demonstrated both her professional and her warm-hearted side.

PROFASHIONAL from Berlin was responsible for the moving images, which comprise a 6-second, a 20-second as well as a 40-second video, which show the top model presenting the brand in a highly convincing manner.

The visuals and videos underline the GERRY WEBER brand values FEMININE, CASUAL CHIC and INSPIRING. The collections are targeted at modern, grown-up women who enjoy life in a fashionable and self-confident manner. Humour, intelligence and a lust for life – both privately and professionally – are the characteristics of the GERRY WEBER woman, presented to perfection by testimonial Eva Herzigova.

The campaign comprises exclusive POS materials, large-scale banners, posters and stand-up displays in international stores and sales spaces. The bold shop window design focuses on the new campaign starring Eva Herzigova. The company additionally plans a large number of promotions and in-store events.

The campaign is supported by an extensive PR strategy, social media activities, newsletters, and activities in the online shops. Ads will be placed in well-known national general interest magazines.