

Eva Herzigova
selected for
GERRY WEBER

Press Release

**GERRY WEBER launches exclusive Capsule Collection
with Eva Herzigova**

**The limited Capsule Collection “Eva Herzigova selected for GERRY WEBER” is
sure to attract attention at the POS.**

(Halle/Westphalia, 25 September 2017) Just in time for the start of autumn, GERRY WEBER and international top model Eva Herzigova jointly present an exclusive Capsule Collection. The limited collection designed in cooperation with Eva Herzigova comprises three looks and a total of seven items. The high-quality Capsule underlines the brand values of GERRY WEBER: *FEMININE – CASUAL CHIC – INSPIRING*

Eva Herzigova, the face of the GERRY WEBER campaign, represents the premium appeal of GERRY WEBER and stands for personality, style and elegance. The Capsule Collection combines timeless elegance with urban style elements, thus perfectly underlining the personality of the wearer. The exclusive design reflects casualness and joie de vivre, even during the cold time of year. The collection comprises unique, high-quality styles which can ideally be combined both with each other and with other items from the wearer’s wardrobe. Patterned jackets and shirts with snake prints meet biker-style trousers; the black velvet dress is the perfect classic for the cold time of year and the stylish polo-neck sweater with metallic effect enhances any outfit. The absolute eye-catcher in the collection is a grey flecked coat with fake fur collar which not only keeps women warm during the winter but also makes a bold style statement.

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Eva Herzigova adds glamour and a special appeal to the point of sale. High-quality A3 fold-outs, displays in different sizes and attractive shopping bags emotionalise the POS and make the consumer focus on the products. Retailers may additionally use personalised mailing cards or newsletter layouts to invite their specific target groups. For those retailers who want to take full advantage of the exclusiveness and appeal of the top model, GERRY WEBER offers three window packages – “Silver”, “Gold” and “Platinum” – to provide their customers with fashion inspiration for the autumn and attract them into the store.

Starting **6 October 2017**, GERRY WEBER's exclusive Capsule Collection will be available at selected retail partners in Germany and abroad, in leading domestic GERRY WEBER stores and in the online shop at gerryweber.com.

Download link photo and video material: <http://bit.ly/2jKj0pd>

The GERRY WEBER Group

GERRY WEBER International AG, headquartered in Halle/Westphalia, operates on a global scale and unites five strong fashion brands under one roof: GERRY WEBER, TAIFUN, SAMOON by GERRY WEBER, talkabout and HALLHUBER. Since its beginning in 1973 GERRY WEBER International AG, which is listed in the S-DAX, has become one of the best known German fashion and lifestyle companies with approximately 1,240 company-managed stores and sales spaces (incl. 376 from HALLHUBER), more than 2,400 shop-in-shops and 255 franchised stores worldwide as well as brand online-shops in nine countries. With some 6,900 employees worldwide (including about 2,000 from HALLHUBER) and distribution channels in roughly 60 countries, the GERRY WEBER Group is one of the largest listed fashion companies in Germany (Date: July 2017). In the financial year 2015/16 (1 November 2015 to 31 October 2016) the GERRY WEBER Group generated sales revenues of EUR 900.8 million.

PRESS CONTACT

Head of PR / Corporate Communications

Cornelia Brüning-Harbrecht

Phone: +49 (0)5201 185 320

Mobile: +49 (0)162 10 43 664

E-mail: cornelia.bruening-harbrecht@gerryweber.com