

Press Release

Eva Herzigova remains the face of GERRY WEBER

Eva Herzigova, the successful international super model, will continue to star as the face of fashion label GERRY WEBER. The style icon represents both the brand's high fashion standards and its values – FEMININE, CASUAL CHIC, INSPIRING – in a truly unique manner.

(Halle/Westphalia, 20 February 2018) The successful cooperation between GERRY WEBER, the international lifestyle brand, and super model Eva Herzigova is set for the next round. Following on from the autumn/winter 2017/2018 campaign, Eva Herzigova will again be the face of GERRY WEBER in spring/summer 2018. With her unique personality and her inspiring, individual style she influences the attitude and lifestyle of many self-confident, successful women, while at the same time adding character, style and elegance to the new collection and highlighting the premium standards of the international lifestyle brand.

“With her personality and her style, super model Eva Herzigova embodies the brand values – FEMININE, CASUAL CHIC and INSPIRING – of GERRY WEBER. Our 360 degrees communication strategy achieves high attention for our GERRY WEBER brand while at the same time transporting our mission ‘*Bringing the best to every woman we dress*’,” says Ralf Weber, CEO of GERRY WEBER International AG.

Under the creative direction of Donald Schneider – owner of Donald Schneider Studio and well known for his attention-grabbing designer campaigns – the spring/summer campaign was photographed by star photographer Pamela Hanson against the shining blue-and-white backdrop of the island of Santorini in the Greek Cyclades. The exclusive location with a breathtaking view across the caldera to the azure blue Mediterranean Sea was the perfect environment for a radiant Eva Herzigova, who fills the spirit of the fresh and light summer styles of the spring/summer 2018 collection with life. Some 17 campaign visuals by photographer Pamela Hanson highlight the premium standard of the international lifestyle brand.

Creative agency PROFASHIONAL from Berlin was again responsible for the moving images, which comprise a 6-second, a 20-second as well as a 40-second video, which show Eva Herzigova present the GERRY WEBER brand's summer collection.

“Pink Passion” is the colour theme of the spring/summer 2018 collections. Shining shades of pink take the GERRY WEBER customer onto a spring-like journey and whet her appetite for warm and sunny days. Floral prints for dresses and pants as well as high-quality leather

GERRY WEBER

INTERNATIONAL AG

jackets in pink are the key looks of the season. Relaxed athleisure looks are another highlight of the GERRY WEBER collection and comprise embroidered jeans and jumpers, light ponchos as well as a large choice of blouses in new shades of blue. Other must-haves of the collection include casual overalls, elegant bouclé blazers as well as leather jackets in new, striking colours. The harmonious looks are rounded off by summery coats and casual trench coats.

The campaign comprises exclusive POS materials, large-scale banners, posters and stand-up displays in international stores and shop-in-shops. The bold shop window design focuses on the new campaign starring Eva Herzigová.

Extensive PR strategy, social media activities, newsletters, and activities in the online shops will support the campaign. Ads will be placed in well-known national general interest magazines.

The campaign will start on **7 March 2018**. As of this date, the spring/summer collections will be available worldwide.

On **16 March 2018**, GERRY WEBER will launch another limited capsule collection created in cooperation with Eva Herzigova.

Photo and video download link:

<https://app.box.com/s/2g6w00jw1f4ibziivdtq354uxasbhx8n>

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, talkabout and HALLHUBER. Since its beginning in 1973 GERRY WEBER International AG, which is listed in the SDAX, 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.

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