

Eva Herzigova  
selected for  
**GERRY WEBER**

PRESS RELEASE

**GERRY WEBER's second "Eva Capsule Collection" is all about desirability**

**Limited capsule collection, "Eva Herzigova selected for GERRY WEBER", revolves around exclusivity and point-of-sale attraction.**

(Halle/Westfalen, 13.03.2018) Inspired by the confident style of fashion icon and expert Eva Herzigova, the new capsule collection "Eva Herzigova selected for GERRY WEBER" exudes an air of spring-time elegance while reinterpreting the brand values "*FEMININE – CASUAL CHIC – INSPIRING*" in an all-new way.

This limited capsule collection comprises 6 looks and a total of 12 styles. Radiant pink and playful dots highlight the latest trends and set the mood for spring. Modern block stripes and floral prints evoke the scenery of sun-kissed Santorini while elaborate lace detailing accentuates the colourful looks of the capsule collection.

Conceived as a unique limited edition for today's confident woman, the collection has pieces for every hour of the day. From the casual look of a feminine blazer combined with T-shirt and trousers to floral blouses and dresses to elegant and feminine styles for a perfect evening.

The new capsule collection marks the second collaboration between GERRY WEBER and Eva Herzigova, following on from the last fall/winter capsule collection which drew an enthusiastic response from customers and encouraged the company to resume the successful relationship.

Heightening the desirability and attractiveness of the collection, Eva Herzigova's involvement is visualised in sophisticated A3 sized zigzag folds and a range of stand-up displays in different sizes plus coordinated shopping bags. The entire material is designed to direct customers' attention to the products. Personalised invitation cards and newsletters will be used to boost customer traffic.

Retailers can benefit from the super model's exclusive appeal and attraction by choosing the "Small", "Medium" or "Large" window dressing packages offered by GERRY WEBER.

The "Eva Herzigova selected for GERRY WEBER" capsule collection will be available in selected stores in Germany, from the web shop at [gerryweber.com](http://gerryweber.com) as well as from

participating independent retailers in Germany and certain international markets starting **March 16, 2018**.

Download link for video and photo material:

<https://app.box.com/s/9t92qukcpsux4wx0ywj6ta5yrax7i9a>

### **About 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 S-DAX, has become one of the best known German fashion and lifestyle companies with approximately 1,270 company-managed stores and sales spaces (incl. 397 from HALLHUBER), approximately 2,480 shop-in-shops and 270 franchised stores worldwide as well as brand online-shops in nine countries. With some 6,900 employees worldwide (including about 2,065 from HALLHUBER) and distribution channels in roughly 60 countries, the GERRY WEBER Group is one of the largest listed fashion companies in Germany.

In the financial year 2016/17 (1 November 2016 to 31 October 2017) the GERRY WEBER Group generated sales revenues of EUR 880,9 million and operating income (EBIT) in the amount of EUR 10.3 million. The HALLHUBER subsidiary, which was acquired in February 2015, contributed EUR 194.3 million to GERRY WEBER Group sales.

[gerryweber.com](http://gerryweber.com)



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