



## PRESS RELEASE

### Morning, Marketeers! s.Oliver becomes a Family Partner of OMR

ROTTENDORF, 22 November 2022

s.Oliver has been a Family Partner of OMR since November, contributing its industry expertise to the digital platform as an exclusive fashion partner.

“OMR is the biggest knowledge and inspiration platform for the digital and marketing scenes in Europe. Like s.Oliver, OMR has a strong community with lots of loyal fans. In the scope of our partnership, we would like to further expand the digital expertise of s.Oliver, explore new pathways in online marketing and surprise our target groups,” said Jasmin-Isabelle Köhne, Director of Marketing & Communications at s.Oliver.

Philipp Westermeyer, founder of OMR, added: “Our team at OMR and s.Oliver share a passion for trends, communication and capturing the spirit of the times. Together, we want to take the discussion deeper, create new products and reach new target groups. We are proud to have welcomed s.Oliver as a new Family Partner and look forward to being by their side 365 days a year.”

s.Oliver launched its own online shop way back in 2004. Today, parts of the collection are already designed completely digitally and without physical samples. The systematic digitalisation of processes, the focus on the needs of customers as well as targeted marketing campaigns are key factors of success for the future of the fashion brand. Partnering with OMR provides a great basis for building on these points.

On YouTube, s.Oliver is giving the OMR community a first glimpse of the brand behind the scenes: [https://www.youtube.com/watch?v=ysxyj\\_rMSZY](https://www.youtube.com/watch?v=ysxyj_rMSZY)

#### About s.Oliver

Within just a few decades, the s.Oliver Group has established itself as one of the leading fashion companies in Europe. Alongside the brands s.Oliver and QS by s.Oliver, the brand portfolio also includes TRIANGLE, comma, Liebeskind Berlin and COPENHAGEN STUDIOS. The group employs around 5,000 employees around the world. The basis of cooperation within the group is formed by the corporate values of responsibility, trust and strength. For employees, this means taking responsibility on an individual level, placing trust in co-workers and bundling strength. For more sustainability, more innovation and more added value – in the fashion itself and along the entire value chain.

#### About OMR

OMR is the biggest knowledge and inspiration platform for the digital and marketing scenes in Europe. The “Online Marketing Rockstars” conference first launched in 2011. This event has since evolved into the two-day OMR Festival including a conference, trade show and concerts. In addition, OMR also organises and publishes numerous other formats – including studies, seminars, parties, podcasts and a job portal. The companies employees over 300 employees in Hamburg.

If you have any questions, please contact:

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