

# The new autumn/winter 2023 campaign from s.Oliver: Everyday People & Everyday Habits

At s.Oliver, we are all about one thing: Everyday People – and their individual day-to-day lives. That’s why the new autumn/winter 2023 campaign from s.Oliver revolves around our daily habits, little rituals and personal preferences: Casual or dressed? Action or relaxation? Breakfast or no breakfast? It’s up to you – your everyday, your habits.

The fact is: In autumn and winter we dedicate more me-time to ourselves. It is the perfect season to embrace your quirks and get to know yourself better. So what are your Everyday Habits? Coffee or tea? Friends or family? Dressed or casual? Whatever your day looks like, the autumn/winter campaign from s.Oliver brings together our Everyday Habits with contemporary fashion in order to show that every person is unique.



For the campaign, photographer Matt Jones shot our Everyday Outerwear in a wool puffer look and timeless hero styles from s.Oliver, to name just a few. While at s.Oliver Black Label, the focus is on autumnal occasion wear looks, friendly leather and knitted artworks as well as monochrome looks.

Top models such as Birgit Kos and Binta Diop wear the new collection and use it to express an important message: be yourself – with all of your quirks.



# About the brand

The s.Oliver collection for her, him and you. Or as we like to say: Everyday People. Together, we stand for fashion that combines versatility and attention to detail in our collections.

What drives us? High standards in terms of the quality and durability of our products as well as our social responsibility. In the world of fashion, we have a new, future-oriented vision. Our designs appeal to sophisticated, self-confident and stylish people who go their own way. We are there – for life's special moments both big and small.

# About the collection lines

## s.Oliver

The s.Oliver line offers every woman the freedom to be herself – morning, noon and night. Her Everyday Moments are our highlights. That's why the pieces from the s.Oliver womenswear collection are timelessly modern, casual, simple and versatile in terms of styling. They have reliable fits, are made of high-quality, durable materials and feature great attention to detail in terms of the products and workmanship. Our motto: wearing all-time favourite pieces, feeling good in them every day and exuding optimism in your outfits. With s.Oliver.

## s.Oliver Black Label

s.Oliver Black Label is your fashionable upgrade for making an entrance and to accompany you to every occasion – “from desk to dinner”. That's why the womenswear collection from Black Label is so versatile when it comes to styling – for dressing up or dressing down. The pieces are timelessly modern, comfortable, elegant, extremely feminine in silhouette and style and finished in softly flowing premium materials. Our motto: making moments into occasions and celebrating life. With s.Oliver Black Label.

# About s.Oliver

Since 1969, the S.OLIVER GROUP has developed into a multi-brand group. Alongside s.Oliver and QS, the brand portfolio also comprises comma, LIEBESKIND BERLIN and COPENHAGEN STUDIOS. The group employs around 5,100 staff around the world.

## Press contact

If you have any questions or require further information, samples and high-resolution image and video material, please contact:

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