

PRESS RELEASE

Charles Vögele Fashion Days: Penélope and Mónica Cruz present their collection for Charles Vögele for the first time

World premiere in Zürich: On 3 November, at the Charles Vögele Fashion Days, famous Hollywood actresses Penélope and Mónica Cruz presented the collection they have designed for the Swiss fashion company Charles Vögele. The first Cruz collection, which was presented in front of over 1000 guests at the evening event, will be on sale in 100 selected Charles Vögele stores from tomorrow. The two actresses' spring/summer collection 2011 will be available from spring 2011.

Zürich, 3 November 2010 – Over 1000 guests, including many celebrities from the worlds of commerce, fashion and film, attended the opening night of the Charles Vögele Fashion Days. The new collections from Casa Blanca, Biaggini Violetta and Charles Vögele's own lingerie range, launched this autumn, were effectively staged and extremely well received by the audience. The world-famous artiste Alesha Dixon gave a taster of her new album, "The Entertainer". Tamara Weiss and Marco Lipp, the two winners of the "Fashion Days Model Challenge" docu-soap, which was broadcast in the run-up to the Fashion Days, shone in their first major public appearance.

Perfect setting for Biaggini Violetta

The first Charles Vögele Fashion Days in Switzerland were the perfect setting for the world premiere of Biaggini Violetta – the collection by Penélope and Mónica Cruz, which the two have designed exclusively for Charles Vögele. The actresses have been acting as testimonials for the Swiss company since autumn 2010 and can be seen in the current autumn/winter campaign.

Little black dress available now

The two Spaniards like to be in vogue. For the evening collection, available immediately, Penélope and Mónica designed stunning long evening gowns, dreamy cocktail wear and the little black dress. For colours the sisters focused on classic black, strong red and warm shades of green. Guests at the premiere evening of the Charles Vögele Fashion Days were also given a glimpse of the Hollywood stars' spring/summer collection. This is dominated by the fashion theme of denim, with interplay between elaborate washes to give the destroyed effect and well-groomed raw qualities.

Sophisticated cotton fabrics and flowing jerseys are also big. In terms of colour the collection has a maritime note with various shades of blue, a strong red, and snowy white. The second big fashion theme for the summer marries Tencel fabrics with viscose jerseys and ultra-fine cotton/silk mixes. Neutral grey tones are combined with soft nude shades, with peach as the accent colour. The sisters designed over 50 outfits for Charles Vögele in total.

The Charles Vögele Group is one of the leading vertical fashion companies in Europe. It offers up-to-the-minute and excellent value feel-good fashion for people who know what life is all about. Attractively-presented goods combine with friendly and expert advice to create a relaxed and enjoyable shopping experience. Charles Vögele has sales outlets in nine countries: Switzerland, Germany, Austria, Slovenia, the Netherlands, Belgium, Hungary, the Czech Republic and Poland. The Group generated gross sales of over CHF 1.5 billion in 2009 and employs some 7,800 people. Charles Vögele Holding AG shares are quoted on the SIX Swiss Exchange (securities no. 693 777).

Photos and further information can be downloaded at <http://stylerelations.com/press/charles-voegele/8>.

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