

MEDIA RELEASE

Image campaign for 55th anniversary of Charles Vögele Group

Pfäffikon/SZ, 16 March 2010 – 55 years of Charles Vögele – An extensive image campaign has been launched just in time for the start of the spring/summer season. Four 20-second TV adverts, made by star Danish director Jonas Arnby, are being screened in Switzerland and Austria. The ads feature people who feel so great in their clothes that they spontaneously put on a catwalk show. In one, a man in his forties struts his stuff as he walks through a street cafe; in another, three young women jump onto the baggage carousel at an airport to show off their style. An office worker astonishes his colleagues by vogueing his way through the desks, and finally a girl shows her confidence by dancing through the bus.....

Fashion and celebrity photographer Esther Haase was commissioned to shoot the print campaign: a series of unconventional snapshots that create a carefree, spontaneous and cosmopolitan mood. The victory sign flashed by all the multicultural models – sometimes very deliberately, sometimes just in passing – helps the viewer recognise the brand immediately.

The umbrella brand campaign is being executed across different media in Switzerland, Germany, Austria, the Netherlands, Belgium, Slovenia and Poland. All four TV ads – plus a bonus clip – and selected photos from the print campaign can be found on Charles Vögele Group's redesigned website: www.charles-voegele.ch

To support the campaign, five exclusive eau de cologne fragrances are being launched on the market in April.

Charles Vögele Group is one of Europe's leading vertical fashion retailers. It offers the latest fashions at great prices to people in the prime of their lives who want to feel good. Attractively presented items, combined with friendly, knowledgeable advice, create a relaxed and enjoyable shopping experience. Charles Vögele has 857 outlets in nine countries: Switzerland, Germany, Austria, Slovenia, the Netherlands, Belgium, Hungary, the Czech Republic and Poland. In 2009, the Group generated gross sales of CHF 1.5 billion with approximately 7 700 employees. Charles Vögele Holding AG's shares are quoted on the SIX Swiss Exchange (securities number: 693 777).

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