



Press release

## Mario Testino for Wolford

- **Top international fashion photographer gives Wolford a new spirit**
- **Wolford classic pieces and top innovations sensually interpreted**
- **Emotional, impactful imagery strengthens the brand's image**

Bregenz/Vienna, 2014/07/07 - Top international fashion photographer Mario Testino is giving new spirit to the visual language of Wolford starting in July 2014. His images evoke the essence of an emotive, self-confident femininity that is sensual and aesthetic whilst being stylish and provocative. Selected classic styles of Wolford hosiery and top innovations as well as lingerie and bodysuits flatter the feminine figure like a second skin while emphasizing the unique beauty and attraction of the modern woman. Testino's photographs create a unique visual synergy of product and personality and will be presented worldwide in Wolford boutiques, at trade partners, in advertisements, videos and social media channels.

"We're really excited for our partnership with Mario Testino, who is such an internationally renowned fashion photographer. The new visual language will significantly strengthen the emotional presence of the Wolford brand, inspiring our customers worldwide", says Axel Dreher, Wolford board spokesman. For Wolford, this cooperation is a major step in the strategic refocusing of the company, embracing its roots and placing the product emphasis on exclusive hosiery, lingerie, bodysuits and select clothing.

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### **About Mario Testino**

Mario Testino is one of the world's most influential photographers. His work has been featured across the globe in magazines from *Vogue* to *Vanity Fair* and he has contributed to the success of many leading fashion and beauty houses through advertising campaigns. As a portrait photographer Mario Testino works with the actors, beauties and worldwide celebrities of the moment and he has captured some of the most iconic images of our time. [www.mariotestino.com](http://www.mariotestino.com)

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### **About Wolford AG**

Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its products in 60 countries via more than 270 monobrand stores (own and partner-operated), 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 156.47 million in the 2012/13 financial year (May 1, 2012 - April 30, 2013), and has about 1,600 employees. Since its founding in the year 1950, Wolford has evolved from a local producer of pantyhose to a global fashion brand in the segment of affordable luxury products. [www.wolford.com](http://www.wolford.com)

**Picture download:** <http://service.wolford.com/download/nehe/00004.zip>

**Photo:** Mario Testino

**Model:** Caroline Winberg

**Legal notice:** Authorised for use up to and including June 2015 and only in connection with Wolford editorial texts.

**Wolford products photographed by Mario Testino:**

- Individual 10 Tights – a touch of luxury and elegance for everyday wear (Photo)
- Pure 50 Tights – the world's first tights with bonded seams
- Pure String Body – a pure look, innovative and gentle on the skin (available from SS15)
- Tulle Forming Body and Tulle Bra – seductive, sheer lingerie made from the finest tulle
- Image String Body – an iconic piece which marks 65 years of Wolford (available from SS15)

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