



21. Mär 2014

Wolford Aktiengesellschaft / Wolford (s)exercizes with singer Kylie Minogue

Bregenz (euro adhoc) - Wolford (s)exercizes with singer Kylie Minogue

- **Kylie reveals new video for album track "Sexercise", wearing Wolford**
- **Special workout outfit includes Wolford "Berlin Body" & "Twenties Tights"**

Sydney / Bregenz, March 21, 2014 - In what can only be described as the hottest workout video ever, Kylie introduces her fans to the hot and steamy world of 'Sexercise', co-starring Wolford's "Berlin Body" and "Twenties Tights". Director Will Davidson, who also shot the viral video for 'Skirt', takes the viewer on a voyeuristic journey working out, sweating it up in the steam room and scenes that will no doubt see gym memberships soar.

As a special workout uniform, the singer wears the "Berlin Body" and the "Twenties Tights", both famous models in the year-round available basics collection from Wolford.

And if one video isn't enough to satisfy your workout cravings, Sexercise.tv has launched: Fans can visit the site and watch more fun and intriguing visual interpretations of the track created by the following collaborators:

- Will Davidson
- Roman Coppola x Maserati
- Mat Maitland x Jean Paul Gaultier
- Starsky+Cox
- VFiles
- Gregoire Alexandre x LeSpecs
- Reilly x Dolce & Gabbana
- Hattie Stewart

Who said (s)exercise is boring?

Sexercise.tv is the creation of Chandelier Creative, a New York City based creative agency founded by Richard Christiansen.

Kylie's new album Kiss Me Once is out now. Buy the album here:

<http://smarturl.it/kissmeonceD>

www.kylie.com