



Wolford AG: international marketing offensive gains momentum

- High-profile presence in New York and Paris
- Successful start of European tour by the pop-up store in Milan
- Accompanying print advertising campaign in fashion and professional magazines
- Innovative content marketing for social media
- Sponsoring of Bregenz Festival

Vienna/Bregenz, November 21, 2014 – In connection with its strategic refocussing, Wolford AG is increasing its marketing and public presence on key markets in the USA, France and Italy. This weekend the brand will plant its flag on Times Square in New York: for the next seven weeks, a 22 meter long, 12 meter high illuminated billboard on one of the most heavily frequented and photographed traffic intersections in the world will be the location for part of the Wolford image campaign “The unforgettable touch“ – coupled with an invitation to visit the website (www.wolford.com) and local boutiques to take part in a prize promotion.

Wolford’s first pop-up store, which is located directly in Milan’s main railway station, will be open until November 25. This 18 square meter shop was installed for two months and is a fixed point for the 450,000 commuters who pass through the station every day. It provides an attractive overview of the Wolford brand and was created in connection with the market launch of Wolford’s latest innovation – the world’s first glued tights, which are invisible even under form-fitting clothes (Pure 50 Tights). This successful retail concept will now start a European tour: the pop-up store will open on December 1 for one month at Schiphol Airport in Amsterdam, and further airports and railway stations are under discussion to follow.

For two weeks, Wolford has also been an integral part of the traffic landscape in Paris: 17 public transportation busses tour through the city every day in a new “Wolford look“ – the rear side of the busses is covered with Wolford themes. Wolford’s image campaign has also been a regular feature in the international fashion media from Vogue and Instyle to the US W magazine since August. Five themes appear regularly in important fashion and professional magazines in the core markets USA, France, Great Britain and the DACH region. “The campaign has been well received by the opinion leaders in our branch and has already attracted a great deal of attention. Now we’re also working on direct contacts with our customers to increase their enthusiasm for our brand“, explained Axel Dreher, Speaker of the Management Board of Wolford AG.

“Wolford meets Arts” campaign

Wolford’s plans also include increased communications with end consumers over social media. Wolford now has almost 140,000 fans on Facebook and 14,000 on Instagram – and the numbers are growing daily. One reason for this is the worldwide “Wolford meets Arts“ campaign that started in October on Facebook, Twitter and Instagram. The focus of this campaign is to position Wolford in the context of art & culture and, in doing so, to use the

medium's interactive features, for example through the combined literature and photo competition "Update Your Legs" on Facebook. Online followers will also be encouraged to visit the Wolford flagship stores in connection with exhibits or music events.

A further element of this campaign is the support provided by Wolford for the Bregenz Festival in 2015 and 2016 as a "presenting sponsor". The company's participation was announced this week by the festival management. The Bregenz Festival is one of the most popular open air music events in Europe and attracted over 250,000 visitors last year alone. "As a Vorarlberg company with a long-standing tradition and a focus on culture, few things are closer to home for us than our support for THE local cultural festival," commented Axel Dreher.

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Photo Downloads:

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<p>Press Contact:</p> <p>Wolford AG Wolfordstr. 1, A 6900 Bregenz</p> <p>Regine Petzsch Head of Corporate Communications Tel.: +43 5574 690 1359 E-Mail: communications@wolford.com</p>	
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Über die Wolford Aktiengesellschaft:

Wolford AG, which is headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its products in 60 countries through approximately 270 monobrand stores (own and partner-operated), 3,000 trading partners and online. The company, which has been listed on the Vienna Stock Exchange since 1995, generated revenues of €155.87 million in the 2013/14 financial year (May 1, 2013 – April 30, 2014) and has roughly 1,560 employees. Since its founding in 1950, Wolford has become a leading global manufacturer's brand in the segment of luxury tights, exclusive lingerie and high quality bodywear.

