

S I S L E Y

First-class location, in city's prestigious Mitte neighborhood, emanates a sense of youth and freedom

**NEW SISLEY CONCEPT STORE MARKS INTERNATIONAL DEBUT IN
BERLIN**

Sisley debuted its new concept store in Berlin, the first of its kind worldwide. The shop, at 12 Neue Schönauser Strasse, is in a highly prestigious location among some of the most exciting retailers in the city's Mitte neighbourhood: 14 oz and The Kooples.

The new Sisley concept store *Rich&Raw*, which encapsulates the brand's fashion - and, at the same time, its genuine, contemporary and cosmopolitan identity - transforms shopping into a sensorial experience and the brand into a form of performance art.

In its new "home" (the first Berlin store is in a first-class location, Neue Schönauser Strasse 12) Sisley finds itself alongside some of the German capital's coolest shops, including Mitte 14oz and The Kooples. Those who enter Sisley undergo a novel, dreamlike experience, discovering a magical place where the future cohabits with cultural and historical signals from the past. In order to enhance the impact of the Sisley brand, each new shop will have its own distinctive nature and unique features.

The concept for the new Berlin store is inspired by Bernardo Bertolucci's masterpiece *The Dreamers*: the atmosphere is that of a period Paris apartment, originally luxurious, whose young occupants endow it with a sense of freedom, style and seduction. The vitality of Sisley is expressed in sophisticated interiors, which despite bearing the marks of time, are sensual yet pure - like the dreams of youth.

In tune with this romantically decadent atmosphere, the walls are characterized by peeling paint; a preference is given to oval shapes, present in the mirrors, tables and other items of furniture. The floors are in a black and white chequer pattern, made of salvaged wood. The ceiling, with a shiny lake green lacquer finish, reflects the warm and suffused glow emanating from the cognac-coloured chandeliers. Together with the natural light, and filtered by black grilles, the overall effect is that of a sensual

dusk. The changing rooms, closed off by fabric panels reminiscent of old white sheets covering furniture in empty houses, have unfinished walls revealing the brickwork.

An ideal setting for the presentation of Sisley S/S 14, which proposes dynamic, contemporary cuts for womenswear in keeping with the spirit of Berlin. The palette features full, brilliant colours for masculine-cut suits revisited with sleek, sexy proportions; body-hugging, colour-block dresses; waist-fitted trench coats; and Modernist jumpsuits. There are also articles with a younger, bohemian touch in authentic The Dreamers style: super-light maxi skirts, long muslin dresses, silk tops with romantic yet goth-like embroidery. Plus lots of denim: faded, studded, bleached-effect, to wear boldly as a total look. His wardrobe has a more casual style. Dominated by electric blue, it features an original jungle print. And for the unpredictable sky over Berlin, the innovative, windproof and rainproof technical parkas are a must.

Clothes and accessories are displayed naturally on freestanding rails, easy to move, so that the layout can be rearranged effortlessly, according to the demands of the collections, without impacting the store's atmosphere. This flexible solution, which preserves the location's ambience, also renders the store the ideal location for hosting events.

sisley.com

facebook.com/sisley
twitter.com/Sisley-fashion
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Attached material:

Sisley History
Sisley SS 2014 Campaign
Sisley SS14 Collection

S I S L E Y

SISLEY: HISTORY OF THE BRAND AND ITS ADVERTISING

The place Paris, the date 1968, the collection Denim.

Thus begins the history of the Sisley brand which was to introduce, year after year, a revolutionary dress style compared to current standards, perfectly in tune with cutting-edge trends.

The meeting with Benetton took place in 1974, when the Group, realising its potential, acquired the exclusive rights for it. However it was only in 1985 that Sisley gained its own individual personality. Self-reliant commercial and creative staff were hired and a new image for the retail outlets, product and advertising was created. 1996 marked another important stage in the history of Sisley: the logo was changed and the gold and garnet red shield, which had brought fame to the brand worldwide, was replaced by a more chic and sophisticated logo with white writing on a black background.

At the start of each season Sisley brings out collections for men and women whose basic aim is to be always on the same wavelength as those who follow the most appealing side of fashion. With over 1100 retail outlets worldwide, Sisley represents on the clothing scene a recognisable life and dress style. The Sisley design team is focused on all things fashion in the present or in the future, receptive to stimuli and aware of the phenomena that attract the young generations. This receptiveness is also manifested in the details, accessories, colours and fabrics, sharing a sophisticated yet understated style. Creativity and innovation however always go hand in hand with a specific commercial policy which aims at excellent value for money involving ongoing research and analysis of the textiles industry and the new technologies it adopts.

Famous the world over, the Sisley ad campaigns were entrusted for many years to photographer Terry Richardson, who had invented for Sisley a possible reality, a sort of fiction with a very strong sensual and erotic component, toned down and played down by the effects of irony.

His extraordinary creativity produced the "Sisley Diaries",

which season after season became actual cult and collectors' items. From the first editions where the recurring theme was travel up to the present time where the diary is an opportunity for narrating feelings, fantasies or even just occasions and situations in life.

Today Sisley is a brand with a strong personality: sexy, unconventional and with a powerfully contemporary aesthetic which makes it immediately identifiable and popular. The collections, echoing the values expressed by the brand, are always at the leading edge, attractive and attentive to details, style and quality.

In the new Sisley strategy the advertising also stages the world of the brand through an attractive mix of the seductive, the contemporary and the cool. With a view to this the recent campaigns have captured that urban, irreverent and fast-paced style which is synonymous with Sisley and which is integrated with online activities and the strictly social interaction with the increasingly large community of fans.

In step with the strategy for renewal of the brand, product and advertising the first new concept store is opening in Berlin, a city which symbolises cultural, artistic and creative rebirth.

S I S L E Y

A LIFE UNDER SURVEILLANCE

Two celebrity couples who are constantly under the indiscreet eye of the modern media, are the main characters in the new Sisley SS 2014 campaign.

The new Sisley advertising campaign for Spring/Summer 2014 portrays the lives of two 'celebrity couples' who are adored by the media. Set in hedonistic and glossy New York, the campaign will feature the fashion icon **Julia Restoin Roitfeld**, the top model **Clément Chabernaud**, as well as the new faces in fashion, **Lindsey Wixson** and **Reuben Ramacher**. Young and famous, they are the new idols of stardom, the faces to be seen, the ones to watch and dream about. With a blasé charisma, they open the doors of a New York penthouse with breathtaking views, to be photographed, followed and adored by the scrutinizing lenses of the media. They portray the Sisley world: a captivating and unexpected blend of endearing personalities, of sexiness and modernity as well as unconventional coolness. A world that can be photographed, posted, tagged, shared, tweeted and retweeted multiple times as well as followed **on Sisley.com from January 16th, 2014**

Julia + Clément: she is **Julia Restoin Roitfeld**, uber-chic and ultra-blasé, an icon of French glamour and elegant sensuality, she is currently a model and an art director. A woman known for her captivating looks and style as well as her rock-chick attitude. Accompanying her, is **Clément Chabernaud**, the French top model, known for his edgy, sleek style as well as his modern good looks.

Lindsay + Reuben: **Lindsey Wixson**, is one of the industry's hottest new faces and a modern beauty with her plump lips, baby face and the gap toothed smile for which she is known recalling style icons Madonna, Lauren Hutton and a young Marianne Faithful. Next to her is **Reuben Ramacher**, the renowned Australian model with killer blue eyes and an androgynous and sexy style, reminiscent of Mick Jagger.

These are the new faces of Sisley S/S 2014, chosen to represent the brand's sexy, urban and contemporary essence, as well as its collections characterized by modern cuts,

shapes, innovative fabrics as well as unexpected techniques and details.

These modern celebrities' lives are constantly monitored by a crew of journalists that broadcast everything they do. Like John and Yoko or Mick and Marianne, the young protagonists of the Sisley S/S 2014 campaign live under the relentless lens of a "Big Brother" world. A world under constant media scrutiny, hungry for fashion tips, ideas, styles to copy, for that urban, irreverent, sensual and modern style which is synonymous today with Sisley's collections.

The young couples are captured by photographer **Sebastian Faena**, a young and creative Argentine with an innovative eye.

The new Sisley S/S 2014 campaign echoes the creative imagery of Fall/Winter 2013, where fans and online devotees were able to discover all the secrets behind the photo shoot with Georgia May Jagger through the brand's social media platforms.

From January 16th, the website Sisley.com will host a real show within a show. Not only will there be a wealth of exclusive backstage photos, but the site will also offer the opportunity to enjoy an authentic interactive experience - part multimedia story, part videogame. Visitors can move around the room of the New York penthouse where the photo shoot took place, switching their attention from the models to their looks, as well as to key pieces of S/S 2014 collection. A video will give access to the garments worn by the models, which can be bought directly from the shop.sisley.com website: in addition to buying them, viewers can explore all the technical details of the apparel presented.

S I S L E Y

SISLEY SPRING/SUMMER 2014 COLLECTION

**Brilliant appeal for Sisley's Spring Summer 2014.
Spring is a palette of bright shades and total colors.**

His and her spring/summer wardrobes are a compilation of all the shades of blue - from Majorelle to cobalt and powder blue. For her there are also eye-catching bright, almost neo-punk, pinks and optical pixelated prints. The style for him is urban and cool, featuring clean-cut, naturally refined shapes and colors.

WOMAN

Silhouettes are lean but captivating, as in the bodycon sheathes in stretch cotton with tulle inserts, or tightly belted trenches giving an ultra-modernist take with mandarin collars, in white edged with black or a stylised patchwork design that pays homage to Mondrian and the Sixties. Distinctly 3D textures are a must. Black leather features on minimal chic little dresses or the classic leather jacket, which becomes immediately feminine paired with a silk pleated skirt.

The masculine look, re-worked with a new wave twist, is a must-have. Pieces such as the figure-hugging suits or the lady-suit with stretch cotton tuxedo jacket, the striped or tie print silk blazer and the original culottes with pure geometric lines.

Like the sky that changes colour at sunset, the SS14 Sisley woman's style veers towards romanticism with heavenly little fashion pieces - light bloomers, jacquard trench coats and ruffled mini-dresses in shades of aquamarine. Sheer lace maxi skirts with exquisitely embroidered silk shirts, muslin maxi dresses and bonded cotton polka dot hourglass minis are all as fresh as a breeze. Shades of pink, from fuchsia to powder, gleam on T-shirts with jewel collars, one-shoulder tops, tweed-effect jackets and the classic check shirt, which becomes country chic paired with the minimal cloud blue duster coat.

As the sun goes down, T-shirts decorated with coloured stones, studded trims and cosmic nebula prints shine like a shower of stars. The tie-dye effect lurex viscose cardigan

is sexy and light as air. All perfect for cocktail hour at the water's edge.

Sporty-inspired pieces include the ice pink silk bomber jacket to wear with a skull-print t-shirt for a rock college girl look. Another must-have for next Spring/Summer is the sleeveless silk jumpsuit with tulle inserts, one of summer's iconic pieces.

MAN

A beautiful rhapsody in blue on treated leather bomber jackets, slim fit jacquard suits and nautical-style sweaters. Elegant, classic, evergreen blue like a perfect vacation on Martha's Vineyard - jeans are dark navy, the light blue shirt has a small collar, the blazer is slim-fitting, the brogues are glossy with contrast laces, fabrics are noble and the lines contemporary. A cosmopolitan, understated style for the man who has no need to show off. Suits range from the classic Prince of Wales check to an innovative teal shade before exploding in a firey cherry red for a hedonistic, off-the-wall touch.

Leisure time means used-effect or star print denim shirts over unconventional pink pants or wild jungle print bermudas. Shirts and jackets in tribal print toile de jouy are mixed with super cool reversible reefer jackets, two-tone bomber jackets and hooded nautical stripe cardigans. To finish off with a matching bow tie perhaps, for a quirky, characterful touch.

Essential wear for a day's sailing are the wind and rainproof high performance parkas with a paper-effect finish. In the best tradition, the captain will wear an impeccable double-breasted blazer, but in an original, unexpected top-stitched denim version with decorated buttons.