

Sisley. Above all freedom.

With a new Web platform and a campaign with an innovative vibe, Sisley moves a step forward in its communication, in the name of interaction and independent thinking.

Ponzano, 23 June 2011 - "Free from outside control, not subject to another's authority". This is the meaning of the word "independent" according to the Oxford Dictionary. The definition fits the new developments in the Sisley project perfectly, as reflected in the recent restyling of the online platform of the clothing brand and in the A/W 2011-12 campaign, currently on air.

The new sisley.com is dressed in black and aims to share thoughts and emotions. Three large sections are dedicated to the womenswear, menswear and accessories collections, although they should not be confused with the usual showcases. The items in fact come to life in a series of videos in which the models move freely in front of the camera. Thanks to a decidedly 2.0 approach, users can also comment on every item and share it on Facebook and Twitter. At just one click from the homepage there is also a page dedicated to special projects: this month it is the work with Milo Manara, the master of Italian erotic comic strips.

With the website comes [Independent People](#), a blog/magazine by Sisley which, just to give you an idea of the mood, begins with a portrait of Thom Yorke, a post on the London Surf Film Festival and the review of a book on graffiti culture in the Middle East. It is updated by editorial staff who each week select and relate stories from all over the world, featuring independent stylists, musicians and artists. Here too, the social spirit dominates with the Sisley community, which can interact by sending photos, videos and music clips which will then be posted on the blog.

"This is the starting point of a new strategy which will characterize the brand at 360°", stated Luca Gori, director of the Sisley business unit, "we're aiming to move ever closer to consumers and at the same time allow them to express their personality free from restraints imposed from the outside, in the spirit of an independent life-style".

The new philosophy is interpreted as an image in the A/W 2011-12 ad campaign, to be launched in August. Young people with a refreshingly raw look and natural charm, immortalised in the clothes and expressions which make them feel free. Clichéd beauties and cursory gestures make way for character, substance and determination, portrayed in a style that is both simple and refined.

"Renewal at Sisley starts with a respect for freedom", Gori went on. "The freedom of every individual, even before that of every consumer".

On the subject of freedom, Sisley could not ignore the medium which traditionally represents freedom of communication. Thus we have Sisley Radio, available both via Web and mobile devices?, which in the coming weeks will launch its messages to "independent" people all over the world. Stay tuned!

For further information:

+39 0422 519591

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