



21.03.2014 – 08:32 Uhr

EANS-News: Wolford Aktiengesellschaft / Wolford (s)exercizes with singer Kylie Minogue (with attachments)

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Marketing

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

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Photo Downloads:

© Pictures: Warner Music Group (licensed for use until 09.2014)

<https://warnermusicgroup.box.com/s/kmlmzhbkqye1fej0x700>

Kylie Minogue: <http://service.wolford.com/download/press/kylie.zip>

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Video:

<http://www.youtube.com/watch?v=j3VjKKVNew&feature=youtu.be#aid=P-iXpzTSKOU>

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About Wolford AG
Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its products in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 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 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

Attachments with Announcement:

<http://resources.euroadhoc.com/us/vrsvuvDh>
<http://resources.euroadhoc.com/us/VflqeLcY>

Pictures with Announcement:

<http://resources.euroadhoc.com/us/TlxlHear>

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Pictures with Announcement:

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ISIN: AT0000834007

indexes: ATX Prime, ATX Global Players

stockmarkets: free trade: Frankfurt, regulated dealing: Wien, ADR: New York

language: English

Original content of: Wolford Aktiengesellschaft, transmitted by news aktuell

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