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Eva Herzigova - the new face of GERRY WEBER



Halle/Westfalen (ots) -

Approachable, warm-hearted, inspiring: the internationally successful supermodel Eva Herzigova is the new face of the GERRY WEBER autumn/winter collection 2017/18 campaign. Her unique personality, combined with her inspiring and individual style, perfectly reflect the attitude of self-confident, successful women. Eva Herzigova charmingly underscores the values GERRY WEBER: FEMININE - CASUAL CHIC - INSPIRING.

As the face of the campaign, the 44-year-old London resident represents character traits that modern, style-conscious women can without a doubt identify with. Eva Herzigova brings character, style and elegance to GERRY WEBER fashion and emphasises the premium standards of the international lifestyle brand.

The GERRY WEBER autumn/winter 2017/18 collection brings together femininity, casual chic and inspiration: the focus is on playing with strong colours like fuchsia and brilliant red. The key look of the season is this colour combination with a high-quality cashmere pullover and a jaunty pleated skirt. This self-confident look is pepped up by special details, like the accented use of rhinestones. Another must-have in the collection is the modern take on the fuchsia dress, with cut-outs in the décolleté.

In keeping with an autumn feel, this collection contrasts muted colours with hints of honey and amber and with lush, bold brick and cinnamon tones. A mix of different materials provides variety: jersey, leather, pleats and graphic interpretations of lace are combined with lurex, metallics and coatings. The matte surfaces are contrasted with glossy coatings, metallic effects, velvet and sheen. [...]

Downloadlink for the whole press release as well as the picture- and press material: <http://bit.ly/2tBxtoA>

The autumn/winter 2017/18 collection is available worldwide from 1 September, 2017.

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Key look of the GERRY WEBER autumn/winter 2017/18 collection. Weiterer Text über ots und www.presseportal.de/nr/24886 / Die Verwendung dieses Bildes ist für redaktionelle Zwecke honorarfrei. Veröffentlichung bitte unter Quellenangabe: "obs/Gerry Weber International AG"



Eva Herzigová at the trophy handover to the winner of the 25th GERRY WEBER OPEN, on 25 June, 2017 in Halle/Westfalen. Editorial use of this picture is free of charge. Please quote the source: "obs/Gerry Weber International AG/Franziska Krug" Weiterer Text über ots und www.presseportal.de/nr/24886 / Die Verwendung dieses Bildes ist für redaktionelle Zwecke honorarfrei. Veröffentlichung bitte unter Quellenangabe: "obs/Gerry Weber International AG/Franziska Krug"

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