



KENDALL+KYLIE FOR OVS

OVS is pleased to announce the launch of an exclusive collection by the very successful and influential brand KENDALL+KYLIE.

KENDALL+KYLIE exclusively FOR OVS will make its debut on March 3rd, when OVS will unveil the first capsule collection with the two influential, fashionable sisters' brand Kendall + Kylie Jenner. Combined, Kendall and Kylie Jenner boast a following of more than 190 million fans globally.

Two additional Spring/Summer capsules will hit selected OVS stores in April and May, respectively, while other four limited edition Fall/Winter ranges will be available from July to October.

The collection will be sold in selected OVS stores across Italy, Switzerland and Austria and on ovs.it and ovsfashion.com. It will be infused with a feminine, urban and youthful appeal, reflecting Kendall and Kylie Jenner's iconic style, which blends Nineties' sportswear with a glamorous urban vibe.

"KENDALL+KYLIE is excited to launch their exclusive collection for OVS, reflecting the brands contemporary and stylish vibe. The capsules were designed specifically with Kendall & Kylie trendy, cool and spirited fans in mind, bringing them the affordable fashion they will love wearing."

With the exclusively curated styles KENDALL + KYLIE developed for this partnership, OVS boosts its international appeal and puts the focus on its digital business.

In order to enhance the buzz around the project, before the first capsule hits the stores, OVS will launch a Blind E-commerce initiative, which will enable users to buy online three special, limited edition items. People will not know exactly what they are buying but they will be sure to win unique and exclusive clothes.

Rock 'n' roll influences define the range of washed denim pieces, featuring distressed details and raw edge in the first capsule for the Spring 2018 season. Inspired by traditional workwear, jumpsuits and overalls, matched with cropped tops, are cut in oversized silhouettes. Their boyish feel is balanced by the girly, sassy attitude of maxi T-shirts layered under bralettes and corsets. Feminine, sensual silhouettes are offset by military inspired accents in the evening offering, including fluid styles, such as slipdresses, worked in a color palette of neutrals, combined with military green and nocturnal shades.

Activewear takes center stage in the second spring capsule, which pays homage to the classic American sportswear with color block graphics developed in a bright tones of yellow and orange red juxtaposed to black and white. Injected with a Nineties' feel, the collection spans from T-shirts and sweatshirts with college-inspired prints, as well as logo trousers and

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trackpants with side bands and mesh inserts. In keeping with the lineup's metropolitan look, graffiti-inspired graphics are printed and embroidered on the denim pieces, while sartorial references run through the range of pinstriped evening outfits. They also include sheath dresses with sexy cut-out details, gowns punctuated by see-through inserts, as well as lace styles with hyper feminine sheer effects.

Hitting the market in time for the kick off of the beach season, the third capsule exudes playfulness and joy. Bright tones are mixed with Miami-inspired prints on oversized T-shirts and hot pants, while legendary TV series Baywatch inspires a range of bikinis, retro one-piece swimsuits and beach clothes. Offering the go-to items for those packing for a Music Festival, KENDALL+KYLIE developed vibrant floral patterns splashed on Bohemian maxi dresses and chambray frocks. The capsule also incorporates eccentric kimono dresses peppered with botanical motifs, as well as feminine staples enriched by vintage-glam prints.

For the two influencers this is the first project with an Italian company, realized also with the collaboration of the licensee Sicem International.

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