



**OVS LAUNCHES ITS TV AD: "KIDS ARE OUR BEST DAY EVER".
AND WINS THE "DIVERSITY MEDIA AWARD" WITH ITS AD CAMPAIGN:
"LOVE PEOPLE. NOT LABELS. "**

OVS's new ad will go on air on the principal TV networks in Italy from 29 November.

"Kids are our best day ever", says the tagline, because kids are our genuine anchor of salvation, our future. Children's eyes open wide to a world that, luckily, nothing can stop. The images scroll to a soundtrack of the famous Jimmy Fontana song, *Il Mondo*, "which has never stopped for a moment: night always follows day, and day will come..." The faces of our very little protagonists tells us that birth and life will continue, in spite of everything.

And it is thinking of children, of the life that awaits them, that the best energies unfold and the scenarios of our everyday lives become reassuring once again.

OVS is an undisputed children's clothing leader, remaining close to the families it continues to welcome to its 1250 OVS stores and 450 OVS KIDS stores. With top-quality ranges at affordable prices - for newborns through to 14 year olds - its focus is sustainability and choice of raw materials, with biocotton first and foremost, especially for all the Newborns collections.

To show its commitment to "Kids" and send out a confident message, OVS is back on TV, on the RAI, MEDIASET and LA7 channels **from 29 November to 8 December**.

OVS continues to be committed to safeguarding and respecting people, their ethnicity, and their sexual and religious orientations, for a working environment that is free from prejudice. And this is why OVS won the prestigious **Diversity Media Awards** for its campaign ad, "Love People. Not Labels". The campaign was voted by the public in the annual competition promoted by Diversity, the no-profit agency committed to disseminating inclusion, promoting a vision of the world that considers diversity and differences to be precious resources for people and businesses.

OVS SpA

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Venice Business Register, no.
Tax ID and VAT reg. no. 04240010274

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Share capital: €227,000,000, fully paid up



With a story that shows a succession of people from a range of environments and ethnic origins, linked up by a beauty that comes from within, a love of life, OVS was chosen *"because it succeeded in transmitting a vision of diversity and promoting it wholesale, touching on increasingly topical issues such as body shaming, inter-generational relationships and the fight against gender stereotyping. A conscious celebration of the concept of identity."*

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