



THE “INSEGNA DELL’ANNO” AWARD FOR KIDS’ CLOTHING GOES TO OVS

Venice, November 2018 - **OVS**, the leading Italian fashion retail brand, **has won the “Insegna dell’Anno 2018-2019” award for the kids’ clothing category**. The brand obtained high satisfaction ratings from customers, with particular appreciation for its service and for the price of its kids’ range.

OVS KIDS is the undisputed leader in the Italian clothing market dedicated to children. The brand is present in OVS stores, but also as a stand-alone store. It is aimed at a target age of 0-14, with **top-quality, value ranges and solutions** that combine practical wear and great style to perfection.

This is the eleventh edition of the Italian “Insegna dell’Anno” award: the popular jury, formed by consumers, votes on several categories of brands on the market. This year the award recorded 480,000 valid votes, which is a significant increase on the 320,000 of the previous edition.

This award is a further confirmation of OVS' commitment to proposing **solutions for younger wearers, able to respond to the needs of families** and to create a real dialogue with their customers.

OVS is the top Italian brand for men’s, women’s, and kids’ clothing, with over 1,100 stores in Italy and the rest of the world. It offers everyone the opportunity to dress with Italian style at the best possible affordable prices and its contemporary, essential stores attract more than 150 million visitors every year. OVS also offers an interesting shopping experience with its online store at www.ovsfashion.com.

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