

PRESS RELEASE

TOM TAILOR COLLEGE SPORT

The new sporty casual fragrance range for him and for her

Hamburg, July 2014 – This Autumn, TOM TAILOR celebrates the return of the American “college feeling” with a fragrance range, which represents a sporty, easy-going and modern lifestyle. Inspired by the legendary pizzazz of American college sports, a fragrance has emerged, which subtly combines sporty freshness with a touch of preppy chic. TOM TAILOR College Sport is available in stores from August 2014.

TOM TAILOR COLLEGE SPORT WOMAN

Feminine cool paired with a hint of sportiness – that is the typical college style for women, a style which TOM TAILOR College Sport Woman has masterfully untied in a fragrance. Overtones of orange and bergamot provide a fresh prelude to the flowery aromas of orange petal and iris, which combine at the heart and give the fragrance a stylish, easy-going character. The base note of amber, musk and vanilla compliments the scent and creates a warm, oriental foundation.



TOM TAILOR COLLEGE SPORT MAN

Smart, authentic and sportily cool, that's how the men's fragrance can be described. A hint of lemon, bergamot, red pepper and cardamom unfolds in the top note. At the heart, floral notes of crocus, orange petal and jasmine combine to give the fragrance a casual, pleasant and easy-going scent. The foundation opens into a spicy mix of woody aromas from cedar, tobacco, sandal wood, amber and patchouli. Musk and vanilla round off the combination of scents, giving a manly, self-confident appearance.



About the TOM TAILOR COLLEGE SPORT design

The design of the TOM TAILOR College Sport bottles and folding boxes combined with the easily remembered TCS logo, TOM TAILOR emblem and the large numbers capture the classic, sporty college look. This look toys with stylistic elements which are known from university sports such as basketball and rugby and which originate in the American Ivy League. The round bottle for her with a striped bow around the top resembles the bows worn by American cheerleaders. The fashionable blue of the bottle for the men's fragrance impresses with clean-cut lines. This is emphasised by the fabric band in the striking block-striped design. A particular highlight is the flocked TCS logo on the box which brings to mind the typical appliqué of a college athlete's polo shirt.

Price overview:

TOM TAILOR COLLEGE SPORT WOMAN

Eau de Toilette 30ml RRP €12.90

Eau de Toilette 50ml RRP €19.90

TOM TAILOR COLLEGE SPORT MAN

Eau de Toilette 30ml RRP €12.90

Eau de Toilette 50ml RRP €19.90



The TOM TAILOR COLLEGE SPORT fragrance line will be available in TOM TAILOR stores, in trade and online at www.tom-tailor.de from the start of August 2014.

From September 2014, additional gift sets from TOM TAILOR COLLEGE SPORT Woman & Man will be available: Eau de Toilette 30 ml & Shower Gel 150 ml: RRP €12.90

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About the TOM TAILOR GROUP

The TOM TAILOR GROUP is an internationally active fashion and lifestyle company, which offers fashionable casual wear and accessories for mid-range prices with its brands TOM TAILOR and BONITA. The brand TOM TAILOR includes the brands TOM TAILOR CASUAL, TOM TAILOR Denim as well as TOM TAILOR POLO TEAM. The collections are targeted at customers between the ages of 0 and 40 and are distributed for both wholesale and retail in more than 35 countries. BONITA, one of the leading German fashion brand manufacturers and traders, has been part of the TOM TAILOR GROUP since August 2012. BONITA distributes collections for men and women with a target audience from 40 years old.

In the 2013 business year, the TOM TAILOR GROUP achieved a turnover of €907.2 million, to which BONITA contributed €350.7 million. In the retail segment, the group was represented by 1,374 of their own stores as of the end of June 2014. Of this number, 1,011 stores were BONITA and BONITA men, and 363 stores belonged to TOM TAILOR. The TOM TAILOR brand is distributed in addition to this via trade partners. At the end of June 2014 there were 199 franchise partners, 2,408 concession stores and around 7,900 multi-brand sales outlets.

Information also available at www.tom-tailor-group.com and www.bonita.eu