

TRIANGLE

PRESS RELEASE

TRIANGLE TO CONTINUE COLLABORATION WITH TATJANA PATITZ FOR AUTUMN/WINTER 2016 IMAGE CAMPAIGN

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TRIANGLE is to continue the successful collaboration with Tatjana Patitz for the Autumn/Winter 2016 image campaign. The supermodel presents TRIANGLE key styles for the coming season: a lightweight egg-shaped coat in cosy boiled wool, and a stone grey feel-good jumper in a modern chunky knit combined with cool denims. Fashionable companions for autumn that are easy and versatile to combine, whether sporty and casual or elegant and feminine. The French model Natacha Senechal presents more TRIANGLE looks for autumn and winter. Each of the two women represents the TRIANGLE brand in her own inimitable way. Both Tatjana Patitz and Natacha Senechal love fashion and keep trying new trends, regardless of age and dress size, and always remaining authentic and effortless. This is how the TRIANGLE passion for life, which is reflected in the collection under the motto „LOVE, STYLE & EASINESS“, is translated in a clear, modern imagery.

The two models' naturalness is deliberately made the focus of the shoot with photographers Tina Luther and Max von Treu. The looks, staged in front of a clean, dark grey background, show the TRIANGLE signature casual chic with an easy, feminine coolness. Destroyed denims are combined with softly draped blouses and voluminous coat or poncho shapes. Clean cuts and open edges on long waistcoats, dresses and pullovers transmit the customary calm TRIANGLE easiness. Stripes are essential, and this autumn the TRIANGLE fashionista combines the classic trouser suit with a roll-neck jumper and white sneakers – cool and effortless.

Starting in August 2016, the new campaign motifs will be used internationally in internal and external communications as well as in digital marketing and brick and mortar stores.

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BRAND INFORMATION

TRIANGLE makes fashion in which women feel comfortable. And only those who feel at ease can actually exude this level of self-confidence. The brand offers casual chic with easy-going, feminine coolness ensuring that women always feel fashionable and well-dressed – thanks to comfortable fits which go well with individual lifestyles, figures and tastes. Yet the look is effortless and easy, thereby bearing a unique signature. Signature pieces in the collection can be styled to versatile signature looks for any occasion and which underline the personality of the individual wearer. The collections are complemented by special theme capsules and matching accessories such as bags, fashion jewellery, scarves and belts

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