

## Caren Pfleger Relaunch Press Release

Model wears: 'Amina' Poncho

Timeless, female, elegant – that's what the name Caren Pfleger is well known for – even now, 15 years after its last collection. With a new headquarters in Switzerland and a new management consisting of Olivia Fischer and Nathalie Schönenberger, the debut autumn/winter-collection 2014/15 will sound the bell for the relaunch of this prestigious label. The young team's vision: garments made of soft and cuddly cashmere that will become favorites within the wardrobe of modern women. With Nathalie Schönenberger a designer who has been successful with her own label is responsible for the creations. Olivia Fischer has been an international model, so she also knows the business as an insider. Both do have experience with fashion distribution and form a strong team that does not only share a sense for trends, but also a passion for everything beautiful.

Founded by the former German topmodel of the late seventies and eighties, Caren Pfleger, the brand fitted perfectly to the self-confident attitude of emancipated women; the collections based on "seven easy pieces". Reduce to the essential is also the new management's credo. "I have a lot of respect for Pfleger's work, her stylistic confidence, her mastered minimalism. As a designer and entrepreneur she emphasized premium materials and workmanship. Our focus also lies there", says Fischer. To live up to the image of the brand, they work on the highest level. The debut collection is completely made of cashmere. The valuable knitwear (of Loro Piana thread) is produced in northern Italy in cooperation with small, family owned factories in

order to be able to guarantee the best quality. The colour palette ranges from crème over grey and navy to black. The label's new trademark is a small stripe that is either presented very dominantly in a contrasting colour or as a subtle detail on the seam. The stripe is the icing on the cake of the creations and shall become a fashion statement. From now on it will ensure the recognition value of the brand, like a signature. "We want to create fashion that is suitable for daily use but also inspirational. With fashion you can express your mood and feelings – it is so much more than just clothes. Our designs represent a simple elegance. They are a means of expression for women of every age", says Schönenberger about her motif.

After the premiere for autumn/winter 2014/15 the dynamic duo is already working on the summer-collection: cool garments made of extra light cashmere. To establish the material as an all year option and to give the noble fabric a certain lightness and modernity – no less is their aim.

The collection can be viewed and ordered at the Caren Pfleger showroom in Wädenswil, next to Zurich. It is available in selected boutiques and department stores in Switzerland and abroad from autumn 2014. The Caren Pfleger client values quality with a fair price tag. Aficionados of delicate creations will take the label into their heart



Olivia Fischer and Nathalie Schönenberger,  
Business Partners

---

Caren Pfleger Showroom  
Giessen 6  
8820 Wädenswil  
Switzerland  
info@carenpfleger.com

For press inquiries or to visit the showroom,  
please contact:

Nathalie Schönenberger  
+41(0)76 435 38 38  
nathalie@carenpfleger.com

www.carenpfleger.com