

Lindex employees modelling unique campaign

This spring, Lindex launches a unique campaign where the models are the company's own employees. The campaign's message to all women is to find their perfect bra for every occasion. This will be made easier by Lindex new bra assortment and the way of presenting bras in stores and online.

Today, Lindex employees get the opportunity to experience a different and exciting day at work. The request was to be the model for Lindex campaign "Bra-volution", which encourages all women to find their perfect bra. The interest was huge and 45 employees made it to the casting in Stockholm, from which five models will be selected and, within a few weeks, be photographed in London.



" We always want to involve our employees in different parts of Lindex' operations. In this way we take advantage of our staff's creativity and commitment and at the same time, we give them the chance to try something that normally is far away from their everyday work in store or at the office", says Sofia Brax HR Manager at Lindex.

The bra campaign encourages all women to find the perfect bra for their needs. This will be easier through Lindex new way of presenting lingerie based on the customer's needs and what kind of bra she wants, together with Lindex employees' bra expertise.

" Our employees are experts in underwear. When it comes to finding a bra fit based on different women's needs and bodies, it was a natural choice to let our employees model for this campaign and show the different fits" , says Inger Lundqvist, Design & Purchase manager, Lingerie at Lindex.

" It was great fun to participate in a professional photo shoot. I have found my perfect bra fit and I hope that my involvement in the campaign will inspire our customers to find their, says Anna Andersson at Lindex and one of the models in the campaign.

The campaign will be launched in May and will be visible in different channels as print, outdoor, stores and online. The new range will be available in Lindex stores and online from May.

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Lindex is one of Europe's leading fashion chains, with more than 470 stores in 16 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, kids' wear and lingerie for women who are interested in fashion. Lindex is part of the Finnish-listed Stockmann group. More information is available at www.lindex.com