

Employees models a revolution at Lindex

This spring Lindex searched among its own employees for models in a unique spring lingerie campaign, Bra volution.

The interest was high and 45 people made it to the casting in Stockholm where five models were selected for a unique photo shoot in Spring Studios, London.

"At first the girls were quite nervous but as soon as they got in front of the camera, they rose to the occasion and shined. They all look amazing; the images speak for themselves! All of the five girls look better than we could have imagined!" says Mooks Hanifah, CD at Wednesday

The pictures from London will appear in a major campaign, starting May 5th in various channels such as print, outdoor, retail stores and online in all Lindex markets.

"Many people find it difficult to find a bra that fits perfectly. With our revolutionary new way to present the underwear it will be easier, faster and more convenient for the customer in the future to buy her bra, both in stores and lindex.com," says Inger Lundqvist, Design and purchase Manager at Lingerie department, Lindex.

The new underwear collection will be available in Lindex stores and lindex.com from May 5th.

Lindex models

Petra, Sales Assistant Bratislava, Slovakia

Rikke, Sales Assistant Oslo, Norway

Rebecca, Controller, Head Office Oslo, Norway

Johanna, Buyer Head Office in Gothenburg Sweden

Sigita, Store Manager Vilnius, Lithuania

CD : Mooks Hanifah, Wednesday Creative

AgencyPhoto shoot : Spring Studios, London



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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