



BOGNER

PRESS RELEASE

BOGNER x OSRAM

Innovative jackets for a stylish appearance in the dark

Willy Bogner GmbH & Co. KGaA and Osram GmbH, two conventional Munich-based companies and each well-known for their innovative and high-quality products, have bundled their skills and presented a special jacket concept for the technically-affine and fashionable man.

With the Casual Function collection in spring 2020, Bogner will launch two waterproof and windproof jacket models with an integrated lighting system on the back. The unique LED lighting by Osram transforms the jackets into eye-catcher and the night is lit up in style. The garment is equipped with lighting wires on the back and a power bank with its own special inside pocket. Simply plug in the USB cord and flip the on/off switch for functional lighting at night. The lighting wires are both removable and machine-washable at 30°C delicate fabrics. The power bank can also be easily removed for washing and recharging.

While the LED system is not in use, the power bank can alternatively charge the smartphone or other portable devices.

"We are very pleased about the successful cooperation with Osram. The BOGNER x OSRAM jackets demonstrate perfectly how to combine technological innovations with fashion. A very promising statement for us as a sports fashion company", commented Andreas Baumgärtner, CEO of Bogner.

"Thanks to active LED lighting, the BOGNER x OSRAM jackets are excellently equipped even for the season," adds Stefan Hofmann, Head of Smart Textile Illumination at Osram. "Functionality, design and quality come first for Bogner and Osram. Together we set new standards in the areas of product development, innovation and cooperation."



MAN | JACKET SVEN

The version HERBY of the BOGNER x OSRAM cooperation is available in navy and model SVEN is available in two colors.

The BOGNER x OSRAM jackets will be available in January 2020 in Bogner stores, online at www.bogner.com and at selected wholesale partners.



MAN | JACKET HERBY

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