



PRESS RELEASE

AIGNER Spring / Summer 2017 Campaign

Colourful and diverse - along with three other models, the campaign face Toni Garrn presents the theme "KALEIDOSCOPIA" in the new AIGNER Spring / Summer 2017 campaign.

In the new AIGNER campaign the Munich based company has consistently implemented the theme of the collection: "Kaleidoscopia" stands for diversity and facet richness and for the various possibilities for individuality. The range of opportunities offers a lot of scope for variation and everyone finds something to express his personality. Just like with a kaleidoscope, with the color variety and the different forms which are always reassembled. Photographed and staged by fashion photographer Terry Tsiolis, the German and internationally famous top model Toni Garrn is the absolute highlight of the campaign: together with three other models, they embody different types of women and thus stand for different personalities and varieties. The setting also reflects the theme: it was photographed in front of three different backgrounds - the kaleidoscope pattern in colours, the pattern in black / white and a third background in mauve. The pattern is like a thread which runs through the AIGNER spring / summer 2017 collection and mauve belongs along with powerful plum, covered tan and gentle smoke grey to the dominant colour themes. In addition to the personalities of this expressive quartet, the focus is on the products of the new collection: in an exhilarating mood, the ladies set the bags, such as AIGNER's signature bag "Cybill", available in extraordinary designs and the new models such as "Pina", "Bella" or "Nica", in the limelight.

[For further information:](#)

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