



PRESS RELEASE

ABOUT LAO WA SWERIGE™ BRAND LAUNCH EVENT

The legendary Swedish sports celebrity J-O Waldner, more commonly known as Lao Wa in China will launch his first sports fashion collection during the Shanghai Fashion Week at Langham Xintiandi on the 17th of October at 3.15 pm.

LAO WA SWERIGE™ - Wear the Legend, is a premium brand with Swedish heritage and design, made in Europe.

LAO WA SWERIGE™ S/S 2015 Launch Capsule Collection features a series of classic sportswear with refined contemporary silhouette, and a combination of comfort and sophistication. Sports build legends, and through legends we build iconic brands.

BACKGROUND

With an outstanding career as a professional table tennis player, J-O Waldner's achievements have led to a very strong and popular name in China. His remarkable career has led to a significant level of recognition within the country of China, which continues to grow the legend up until today.

J-O Waldner is a legend and has a sports celebrity status in China. One of all examples that underscore J-O Waldner's greatness in China is that, he was asked to participate in the official application trailer for Beijing Olympics 2008, where about 20 seconds of the 2.5 minutes trailer were dedicated to his persona. In autumn 2013, China Post released a postage stamp dedicated to J-O Waldner, making him the first westerner to appear on a Chinese stamp.

“WEAR THE LEGEND”



MISSION AND VISION OF LAO WA SWERIGE™

MISSION

With exclusive global trademark rights of Lao Wa reserved in clothes, shoes, fashion accessories and perfume, LAO WA SWERIGE™ aims to build a unique lifestyle brand that focuses on the premium fashion market in the Greater China region, utilizing J-O Waldner's sporting achievements and public awareness. We expect a rapid growth of the brand existence through cooperating with the right sub-licensees including some leading retail chains and e-commerce portals. LAO WASWERIGE™ charges a royalty fee of the licenses in order to entitle a certain sub-licensee as the exclusive distributor of particular product categories. LAO WASWERIGE™ will provide design and brand directions, and each licensee is responsible for related production and marketing costs.

VISION

We envision the brand LAO WA SWERIGE™ to become an aspirational premium brand, by providing the consumers a unique and inspiring lifestyle through our value-added products.

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新闻稿

关于LAO WA SWERIGE™品牌发布会

老瓦是谁? 没错, 就是那位瑞典传奇运动员、乒坛常青树扬·奥韦·瓦尔德内尔. 如今, 老瓦又将“披挂上阵”正式进军时尚界, 于10月17日下午3点15分在上海新天地朗廷酒店举行的上海时装周上, 发布其首支运动时装系列.

LAO WA SWERIGE™ – 让时尚成为传奇, 是一个融合了瑞典设计与欧洲制造的瑞典高端时尚品牌!

LAO WA SWERIGE™ 2015春夏系列在剪裁方面延续了具有现代的设计风格, 是一个融合了积极生活理念、成熟动感风格的休闲运动服装系列. 品牌不仅强调适穿性和设计的经典简约, 更注重材质传递出的自然触感. 既然运动已经成就了如此多的辉煌, 那就以偶像的实力再创建一个品牌传奇!

背景

凭借其无与伦比的战绩, 简·诺瓦·瓦尔德内尔理所当然地成为了乒乓球历史上最出色的运动员. 他非凡的乒乓事业不仅为他赢得了中国粉丝的无数掌声与关注, 也成为推动他事业辉煌至今的原因之一.

简·诺瓦·瓦尔德内尔不只是一个传奇, 也是一位活跃在中国的体坛明星. 其受欢迎程度从老瓦在2008年北京申奥宣传片中的出镜就可见一斑, 2分30秒的预告片中, 老瓦的出镜时间就长达20秒钟. 不仅如此, 中国邮政还在2013年秋天发布了印有老瓦头像的邮票, 因此老瓦也成为了第一个被收录在中国邮票上的西方人.



LAO WA SWERIGE™的品牌使命和愿景

使命

拥有老瓦全球独家冠名权, 囊括服装、鞋履、时尚配饰以及香水等一系列产品, LAO WA SWERIGE™放眼大中华区, 发挥老瓦在体育事业上的成就、知名度和名人地位极大地挖掘扬·奥韦·瓦尔德内尔的品牌能动性. 我们将在大中国区建立的是一个鲜明的品牌形象、独一无二的品牌故事和极具老瓦风格的交流平台. 我们的目标和策略是在高端市场创建一个极具吸引力的品牌, 以领导性的服装连锁形式和电商形式形成良好的营销网络, 旗下的被授权方可针对指定品类获得独家的经营权. 合作过程中, LAO WA SWERIGE™被授权方需支付特许使用费, 并负责所需的生产和推广费用, LAO WA SWERIGE™则会全力提供设计及品牌方向所需.

愿景

秉承Wear the Legend (让时尚成为传奇)的宗旨, LAO WA SWERIGE™致力于创建一个不断追求卓越的高端品牌, 不仅会拉近受众与老瓦之间的距离, 更是一个与消费者亲密无间的品牌.

更多详情请联系:

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