„On the Move“: Fila meets Leni Klum

Exclusively at DEICHMANN

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Time for round two – Leni Klum is once again the face of the cult brand Fila and is bringing her favourite styles to DEICHMANN.

Leni Klum is versatile and active. She inspires, likes to go her own way and she is always “on the move”. And that’s exactly why Leni and Fila go so well together. She will once again be presenting her favourite styles as the brand ambassador for the famous sports and lifestyle brand which will be exclusively available at Deichmann, Europe’s largest footwear retailer, in the Spring/Summer 2023 season. What’s new? Alongside stylish sneakers, Leni’s personal selection will now also include the clothes, accessories and bags to go with them. The collection will be available throughout Europe in selected DEICHMANN stores and online at www.deichmann.com from Monday, 20 March 2023.

After the success of the last campaign with Fila, Leni Klum is once again the face of the Italian cult brand. With the campaign motto “On the move”, this year’s collection stands for variety and urbanity – attributes that the model herself also represents. From head to toe: This season, the sneakers will be supplemented for the first time by a clothing line plus accessories and bags to create a head-to-toe look. Alongside 23 sneaker styles, the Spring/Summer 2023 collection will thus also comprise sports tops, trackpants, sweaters, shorts, socks, bucket hats, crossbody bags, backpacks and totes, which are all stylish yet casual. The cooperation spreads the message that you can find the perfect look for any occasion.

Whatever she does – Leni is constantly exploring new places, always on the move. Various outfits and scenarios provide glimpses of a lifestyle full of authenticity and vitality. She embraces life lightly – as can be seen in the campaign ad filmed by Nathan Presley. In summery LA, Leni closes her eyes and takes viewers with her into her own world. Leni’s favourite sneakers and clothes for an action-packed, fun-filled day are always there, whether it’s playing mini-golf, driving a classic car or enjoying a shake in a diner. Max Montgomery, well-known fashion and celebrity photographer, has once again skilfully presented Leni and her favourite styles in the campaign photos.

“I love fashion, but I need to be comfortable too. Apart from casual short-sweatshirt combinations and jogging suits, my wardrobe also contains the right accessories and sneakers for presenting all the different facets of my style”, says Leni Klum. “Whether it’s running sneakers, an all-white outfit or the addition of a casual bucket hat – my favourites are as varied as my looks.”

“We’re delighted that Leni Klum is once again the face of Fila for DEICHMANN. With her good feeling for fashion and sporty styles and her positive aura, she is a great brand ambassador and cooperation partner for us”, emphasizes Heinrich Deichmann, Chair of the Administrative Board of DEICHMANN SE.

On trend and casual: Leni’s exclusive favourite styles stand out because of their many different shapes and their use of the colour white, with individual accents, for example, in bright pink or lilac – and the famous Fila look can still be recognised. All the articles reflect the season’s latest trends: graphic, retro and sporty. The highlights of Lenis favourites are Fila’s popular white sneakers – restrained and minimalist – or running styles and the iconic bucket hat. Classic sporty combinations of black and white complete the collection and reflect Leni’s fashionably casual style.

The “**Fila meets Leni Klum** for DEICHMANN” favourites will be available at selected DEICHMANN stores in Germany and other European countries and online at www.deichmann.com as of Monday, 20 March 2023. The items are priced from €7.99 to €64.99.

The campaign:

The FILA meets Leni Klum campaign will be played out across Europe and across TV, print and digital media (online, social media, in-store TV, eShop and many more). The campaign includes the campaign film in a 20s image version as well as three additional 10s activates, 20s TVC and three 10s TVC reminders and pre-rolls, individual online and social media formats and bumper ads as well as stills for POS, online shop and newsletter.

The creative guiding idea of Marcel Nawrath, Head of Global Creation & Brand Management at DEICHMANN, was further developed and implemented in close cooperation with Bemo Lundgren from B33M Studio. Johanna Wlotzek, Marketing Manager for Fila Europe, is responsible for the project management and implementation of the campaign at DEICHMANN. SOUPFILM Berlin is responsible for the production with Jana Melzer as Executive Producer and Joschka Bauer as Producer. Director of the campaign film is Nathan Presley, campaign photographer is Max Montgomery. The social media formats were implemented by Matilda Montgomery. Gorge Villalpando is responsible for the styling. The media agency responsible is Mediaplus Media 1 GmbH & Co. KG.

See the video on YouTube:

https://www.youtube.com/watch?v=6yP0gR2_jgo/

About Fila: Over the last half-century, FILA has been there for iconic moments, accompanying extraordinary individuals in pursuit of sport – those who courageously challenge limits and defy expectations through a seamless combination of power and grace. From its humble textile beginnings in Biella, Italy in 1911 to its historic introduction of color on the tennis court in 1973, the brand has always taken pride in creating designs as bold and breathtaking as its wearers. With a philosophy of innovation and a commitment to performance and sophistication, FILA continues to make a statement with styles that are novel in aesthetic and effective in function.

Kampagnenmotiv 1 DEICHMANN_FILA meets Leni Klum Copyright Max Montgomery für DEICHMANN SE – redaktionelle Verwendung mit Namensnennung DEICHMANN honorarfrei bis 30.04.23 für Europa

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we love pr GmbH
Laura Puchta
Tel.. +49 (0)89 255 5554 13
laura.puchta@welovepr.de

we love pr GmbH

Hanna Meier
Tel.. +49 (0)89 255 5554 19
hanna.meier@welovepr.de

Medienkontakt



Teamlead of Product Communications
Katharina Martin
Presse@deichmann.com

DEICHMANN SE, headquartered in Essen, Germany, was founded in 1913 and is still 100% family owned. The corporate group is a market leader in the European retail shoe business and is active in 31 countries worldwide. It employs over 46,000 people and operates over 4,500 branches and 40 online shops. Alongside the DEICHMANN fascia, the company also includes the concepts MyShoes, Dosenbach, Ochsner Shoes and Ochsner Sport in Switzerland, vanHaren in the Netherlands and Belgium, Rack Room Shoes in the USA plus the SNIPES group with stores and online shops in Europe and the USA.