

PRESS RELEASE

Cologne, November, 2017



Stetson Europe goes Prague: The lifestyle of six Prague residents form the focus of the Fall/Winter 2018 campaign

Who are the people who wear Stetson? What inspires them? How do they live? Stetson Europe retailer Friedrich W. Schneider (FWS) found exciting answers in Prague. Against the backdrop of their city, six Prague residents interpret the new Stetson styles of the Fall/Winter 2018 campaign. A former rugby player, an actress and cookbook author, a designer and musician, a photographer, a storekeeper and a rapper: They are all on fire for their passions, expressing them in their lifestyles. The Stetson Europe campaign gives them the freedom to do so.

Stetson x "The Prague Connection"

The campaign combines more than a millennium of city history with contemporary impetus for strong looks. FWS Managing Director Klaus Kirschner discovered a fascinating, cooperative creative atmosphere in the Czech metropolis. "In this special city, we have brought together different people and an equally versatile collection," Kirschner says. "The atmospheric images from the shoots demonstrate this versatility and speak for themselves." Like the collection, FWS developed the Stetson Europe campaign from the core of its brand - a contemporary interpretation of genuine handicraft tradition and authentic lifestyle. The collection will be available in the Fall/Winter 2018 season: for persuasive, individual style in European metropolises and beyond.

Contest for "The Prague Connection" in preparation

In line with the Prague campaign, FWS will award two happy winners a weekend on the Vltava River in the fall/winter of 2018. With the current Stetson hats and caps in their luggage, they'll conquer the "City of One Hundred Spires" and make "The Prague Connection."

About Stetson

In 1865, John B. Stetson fashioned the hat that would become the symbol of American independence, individuality, integrity and strength. Today everything that carries the Stetson brand, from authentic Westernwear to rugged Actionwear to contemporary Streetwear and timeless classics, stays true to these American values: Make things right and the best they can be. Stetson is proud of the durability and high quality of its products and has proven these characteristics for more than 150 years. Stetson Europe retailer Friedrich W. Schneider GmbH & Co. KG, Cologne, has been working with this in mind for more than a hundred years.

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