

## **Press Release**

Cologne, November 2018.

### **4.0 – Stetson Europe builds a digital bridge for Autumn/Winter 2019**

*Industrial revolutions shape people – from steam-powered mechanization to mass production thanks to electricity and automation with computer technologies all the way into the digital age. Stetson has seen it all through the centuries. Then and now, people express their beliefs through their authentic styles, as evidenced by [cosplayer and streamer Leslie Förtsch aka Farbenfuchs/Calisto C.](#), [professional gamer Ryan Hart](#) and [TutopolisTV YouTube artist Marco Santos](#) in the Autumn/Winter 2019 campaign. Together with Stetson Europe, they interpret and express passion, skill and individuality in Life 4.0.*

### **Stetson x Digital People IRL**

To express one's own lifestyle and share it with kindred spirits: this is both a goal and a conviction for Stetson Europe provider Friedrich W. Schneider (FWS). "An explosion of diversity and coolness is hidden in those digital zeros and ones, which we set off in our collection together with Leslie, Ryan and Marco," says FWS managing director Klaus Kirschner, looking back on this development.

FWS created the collection and campaign out of its brand core, the contemporary interpretation of honest craftsmanship tradition and an authentic lifestyle. The collection of inspired looks created from deep conviction will be available in the Autumn/Winter 2019 season.

### **Preparations Underway for Raffle "4.0"**

Two lucky winners will travel to Cologne for a very special gaming weekend as part of the FWS 2019 Autumn/Winter 4.0 campaign. Equipped with the latest Stetson hats & caps, the lucky winners will attend the Gamescom, the epicenter of digital gaming culture.

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### **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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