



PRESS RELEASE

Let's get dressed for today. And for tomorrow!

C&A launches a modernized brand identity with an even stronger focus on sustainability and price value - "C&A – Wear the Change" with the start of the Autumn/Winter Season 2020

A modern and positive tribe – confident, authentic and as true as they are, this is the inspiration of C&A's new brand claim "Wear the Change" that launches on August 28th with the new Autumn campaign for Denim. It is built on the DNA of one of Europe's most trusted fashion retailers: For around 180 years, C&A has been democratizing fashion by creating great price value fashion for everyone – and is now following the strong mission to make sustainability the New Normal.

Düsseldorf, Germany, August 28th, 2020 – Kicking off the coming Autumn Winter Season 2020, C&A opens a new chapter of its brand journey and invites consumers across Europe to experience new levels of modernity and sustainability. With the new brand claim "Wear the Change", the fashion brand underlines its commitment of supporting the tribe – the modern democratic middle of society – every day: in looking and feeling their absolute best in their very own individual and diverse way. This belief drives the brand in all areas of the business. *"The new chapter in our journey will affect the entire customer experience with our brand. We are aiming to modernize the C&A brand presentation for the New Normal. We want to strengthen three main aspects: sustainability, unbeatable price value relationship of our products and inclusiveness – meaning a wide range of products for all ages, genders and shapes. Those aspects melted together in a modern look and feel that is shown through all touchpoints – with a special focus on digital channels,"* says Dr. Maik Kleinschmidt, Director Brand Marketing at C&A Europe.

Before becoming C&A's brand claim, #wearthechange has been C&A's label for more sustainable clothing and initiatives. With already 50 % of the collections being made with more sustainable materials and remarkable achievements like the introduction of the world's first Cradle to Cradle Certified™ Gold Level T-shirt in 2017, or this year's latest innovation, the world's most sustainable denim fabric ever, C&A is a pioneer in the field of sustainability within the fashion industry. That is why Wear the Change is no longer only a hangtag on C&A's clothing, but their overall brand claim.

The new brand claim is built on the change in environment and society that we are facing every day. C&A also further develops and modernizes the brand look & feel. The two iconic letters in the logo have now lost their scallop frame and appear bigger than ever. The new brand look & feel brings emotions and product benefits together. The direct and confident logo merges with clear and uncomplicated images – and C&A appears to be the brand that is with the customer in every step of the way, through all life stages. C&A is the perfect choice for positive people enjoying life, being authentic, modern, diverse, relationship driven and inspired by values – without making a compromise in sustainability. With the new look & feel, C&A promises sustainability, inclusiveness, a great price value and a modern appeal.



About C&A Europe

With over 1,400 stores in 18 European countries and more than 31,000 employees, C&A is one of Europe's leading fashion retailers. Every day, C&A welcomes more than two million visitors to its stores in Europe and offers quality fashion at affordable prices for the whole family. In addition to its European stores, C&A is also present in Brazil, Mexico and China. For further information, please visit our website: www.c-a.com

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