



PRESS RELEASE

“OLTRE... LA META”

The Oltre brand launches an online competition dedicated to fashion and travel lovers.

Oltre has launched the “Oltre la meta” competition on its website, which will run until 15 June 2014.

Customers of the brand are invited to visit www.oltre.com where, by answering a few questions, they can discover their profile and travel look, print their coupon and take it to their nearest store. Here, if they purchase a certain look, they will be able to instantly win a **Glossip** sun product and participate in the draw for an **American Tourister** trolley bag.

The initiative will be promoted in association with a community of weekly magazine Grazia, creating a highly editorial campaign that will develop over a 4-week period and involve the support of the Grazia.it It-Blogs network.

The competition will be held together with authoritative travel bloggers who will be able to suggest the most suitable looks for the suggested travel itineraries with product images and tutorials.

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