

# TALLY WEIJL

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## FEEL YOUR FIT!

Denim Campaign 2016



**Basel, 23.08.2016.** With its new „Feel Your Fit“ Denim Campaign, TALLY WEIJL guarantees perfect comfort to its customers, making women look even more irresistible.

Following the success of last year's "Find Your Fit" Campaign, TALLY WEIJL launches a denim line for the second time. Under the motto "Feel Your Fit", this year's denims are made out of a soft, elastic material to ensure the total freedom of movement. From Very Low to Very High Waist, the denims of TALLY WEIJL offer the right fit for every figure and every taste. The different washes and styles allow for tons of variety and individual combinations.

The Low Cargo Jeggings in trendy camouflage pattern is the perfect choice for the fall season. The Skinny Biker Denim with torn knees is an absolute must-have in the coming season. Combined with high heels, they create an exciting and sexy look, so every fashionista feels a sense of self-confidence. Those who prefer to dress with a bigger impact, select the flattering Push-Up Denim made by TALLY WEIJL.

The "Feel Your Fit" Collection is available from 24.08.2016 in all TALLY WEIJL Stores and online.

**TALLY WEIJL** is a sassy fashion brand and one of the bold players of today's international fashion market. Self-made and family owned, the company went from a small garage in 1984 to a steady-growing business with almost 800 stores in 41 countries. With the Design Studio located in Paris' city center and the Service and Support Center based in Basel, TALLY WEIJL breaths an exceptionally international atmosphere.

