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## **FIRE+ICE x LoveShackFancy**

For more than 30 years, the FIRE+ICE collections focus on technical gear and performance paired with a fashion approach that ensures each piece can function anywhere. The result: A look that effortlessly crosses the boundary between mountain and city.

For Winter 2021, FIRE+ICE collaborates with LoveShackFancy featuring iconic FIRE+ICE styles such as puffer jackets, ski pants and first-layers with inimitable flower prints by LoveShackFancy.

Lending the US brand's prints to FIRE+ICE's impeccably crafted outerwear, the twelve-piece collaboration includes two exclusive FIRE+ICE x

LoveShackFancy patterns as well as one seen mirrored in the latest LoveShackFancy Resort 2022 collection.

Intended for wear both in the city and in the mountains, FIRE+ICE x LoveShackFancy marries the technical and performance needs of snow and winter gear with the fresh femininity and playfulness of traditional floral prints that are essential to the LoveShackFancy brand.

Heinz Hackl, BOGNER Co-CEO, says, “We’re very excited about the collaboration with LoveShackFancy launching for the US market this winter. The capsule offers new and existing FIRE+ICE customers a fun, unexpected twist with the reassurance of our highest performance fabrics and details.”

Rebecca Cohen, LoveShackFancy Founder and Creative Director, notes, “We have dreamt of bringing LoveShackFancy to the mountains and are beyond excited to pair our floral prints with BOGNER’s incredible skiwear. These pieces will take you from the city to the slopes and everywhere in between and we can’t wait to spot everyone wearing the collection.”

Starting at \$190 for thermals, \$550 for ski pants, and \$650 for ski jackets, the collection will be available for purchase from December 9th at bogner.com, LoveShackFancy.com and very limited store locations.

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### **About BOGNER:**

*BOGNER, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sports fashion, luxurious sportswear and designer fashion. The company appears in over 50 countries with the BOGNER (Woman, Man, Sport, Kids) and FIRE+ICE brands as well as licenses. It has existed since 1932, is led by Heinz Hackl and Gerrit Schneider, owner is Willy Bogner represented by trustee Arndt Geiwitz.*

### **About LoveShackFancy:**

*LoveShackFancy is inspired by vintage finds; the collection is rich in detail, flattering silhouettes, soft hues, and intricate lace, with an emphasis on whimsical hand-dyed fabrics and enchanting vintage-inspired romantic floral prints. The brand originated from Rebecca Hessel Cohen’s desire to design the perfect*

*bridesmaid dress for her own ethereal summer wedding at her family home in*

## Contacts



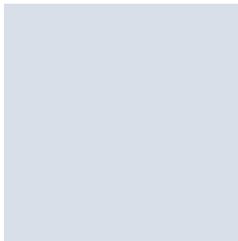
### **Alena Haage**

Press Contact  
Public Relations  
a.haage@bogner.com  
+49 89 436 06 371



### **Katharina Hofmann**

Press Contact  
Public Relations  
k.hofmann@bogner.com  
+49 89 43606 706



### **Saskia Scharowsky**

Press Contact  
Corporate Communications  
bogner@gaullyadvisors.com  
+49 69 767 578 23