



SVEN-HOLGER  
FEEL MOMENTUM

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**PRESS RELEASE**

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**NEW MANAGING DIRECTOR AT SVEN-HOLGER**

Berlin, 01 September 2020 – Jeffrey T. Mailey is the new Managing Director of Sven-Holger Design & Communications GmbH, which owns and operates the fashion atelier SVEN-HOLGER. Jeff will partner up with the founder and owner, Sven-Holger Behnke. They aim to expand upon the already successful fashion atelier.

"Stepping into the world of fashion has been a captivating experience. With each day, my vision for what lies ahead at SVEN-HOLGER builds upon itself. With our collective minds, we intend to put ourselves on the map for many years to come in the luxury, fashion sector. Our unique, story-telling approach reaches our clientele in a way that makes them feel excited to wear S-H apparel. We are not just a clothing brand. We represent a lifestyle of sophisticated class."



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ABOUT SVEN-HOLGER:

As an Atelier, SVEN-HOLGER is committed to the utmost style of class paired with the hand selection of exquisite fabrics and materials. Alongside this careful analysis, follows rigorous testing to achieve proven functionality. Each of our items require world class sartorial artistry ensuring each stitch of fabric is flawlessly assembled. Every ounce of energy is put into each piece of our finely crafted couture.

The collection originated from the winter sport of Skeleton racing. Traveling up to speeds of 145 km/h down a winding, ice track in the Alps of Switzerland, there is no room for error for the Skeleton Riders. We craft our couture with the same amount of concentration and dedication as the Riders do when approaching the track. Every detail is cared for independently of the other, while seamlessly falling into place with the next. Just as those who have tested their hand on the ice track, we strike the perfect balance where others have failed.

We must feel the momentum. Always strive for perfection.

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