

**Profile**

Dutch fashion house Oilily has been a hallmark of creativity in the cupboard of children and women since 1963. In the early years the Dutch fashion house spent a long time fighting the establishment. Back then Oilily's collections were simply too colorful and imaginative for the general public. Yet, despite the initial hesitancy, over the last 50 years Oilily has grown into a distinctive lifestyle brand with many fans worldwide. Virtuoso use of color, spectacular combinations of materials, unique blend of cultural influences, humorous details and high quality has brought Oilily a multitude of fans around the world among which Michael Jackson, John Travolta, Lauren Hill, Uma Thurman, Julia Roberts, Madonna, and the Obama's.

**Press release**

Imagine – summer 2015

Design is bound by conventions. Oilily takes pleasure in breaking these conventions. By trying out interesting angles. That's how new conventions are created that are characterized by an alienating beauty that will remain interesting for a long time. Whether it's a unique color combination, or a revitalization of a classic design with modern elements: imagination is what it takes to create new conventions.

Imagination. Seeing something unforgettable in the ordinary. Imagine a summer full of fresh, iridescent color combinations and adventurous materials. Items that are so infectiously beautiful that you want to be seen with them.

**Social media**

Facebook: [WWW.FACEBOOK.COM/OILILYWORLD](http://WWW.FACEBOOK.COM/OILILYWORLD)

Instagram: <http://instagram.com/oililyworld>

Pinterest: <https://pinterest.com/oililyworld/>

**Corporate site**

[www.oililyworld.com](http://www.oililyworld.com)

**Webshop**

[www.oililyshop.com](http://www.oililyshop.com)

**Press contact**

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