



Wolford (s)exercizes with singer Kylie Minogue

- Kylie reveals new video for album track “Sexercise”, wearing Wolford
- Special workout outfit includes Wolford “Berlin Body” & “Twenties Tights”



Sydney / Bregenz, 20 March 2014 – In what can only be described as the hottest workout video ever, Kylie introduces her fans to the hot and steamy world of ‘Sexercise’, co-starring Wolford’s “Berlin Body” and “Twenties Tights”. Director Will Davidson, who also shot the viral video for ‘Skirt’, takes the viewer on a voyeuristic journey working out, sweating it up in the steam room and scenes that will no doubt see gym memberships soar.

As a special workout uniform, the singer wears the "[Berlin Body](#)" and the "[Twenties Tights](#)", both famous models in the year-round available basics collection from Wolford.

And if one video isn’t enough to satisfy your workout cravings, Sexercise.tv has launched: Fans can visit the site and watch more fun and intriguing visual interpretations of the track created by the following collaborators:

Will Davidson
Roman Coppola x Maserati
Mat Maitland x Jean Paul Gaultier



Starsky+Cox
VFiles
Gregoire Alexandre x LeSpecs
Reilly x Dolce & Gabbana
Hattie Stewart

Who said (s)exercize is boring?

Sexercise.tv is the creation of Chandelier Creative, a New York City based creative agency founded by Richard Christiansen.

Kylie's new album Kiss Me Once is out now. Buy the album here:
<http://smarturl.it/kissmeonceD>

www.kylie.com

++++

Photo Downloads:

© Pictures: Warner Music Group (licensed for use until 09.2014)

<https://warnermusicgroup.box.com/s/kmlmzhbkyqe1fej0x700>

Kylie Minogue: <http://service.wolford.com/download/press/kylie.zip>

++++

Video:

<http://www.youtube.com/watch?v=j3VjJKKVNew&feature=youtu.be#aid=P-iXpzTSKOU>

++++

Press Contact Austria:

Wolford AG
Wolfordstr. 1, A 6900 Bregenz

Ingola Metz
Manager International Fashion PR
Tel.: +43 5574 690 1377
E-Mail: ingola.metz@wolford.com

Press Contact France:

Wolford Paris
8 Rue des Quatre-Fils, F-75003 Paris

Audrey Boucharlat
Marketing / PR Manager
Tel.: +33 14 454 2610
E-Mail: audrey.boucharlat@wolford.com

++++

About Wolford Aktiengesellschaft:

Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its products in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 156.47 million in the 2012/13 financial year (May 1, 2012–April 30, 2013), and has about 1,600 employees. Since its founding in 1950, Wolford has evolved from a local producer of pantyhose to a global fashion brand in the segment of affordable luxury products. www.wolford.com

