



FOLLOW YOUR INSTINCTS WITH WRANGLER to win a Limited Edition Lomographic Camera

Try on a pair of Wrangler's contemporary-fit jeans and you could **win a Wrangler Limited Edition Lomographic Diana F+ camera!**

Iconic denim brand Wrangler has hooked up with camera-maker Lomography for a European-wide in-store promotion this fall. The famous jeans-maker has created a **Try On To Win** proposition: try on one of Wrangler's contemporary fits to win a fantastic Wrangler Limited Edition Lomographic Diana F+ camera.

The place to start is Wrangler's jeans. Wrangler has **four exquisite new jeans fits** for men and women. These are:

MEN:

The slim & straight **Spencer**

The low & straight **Crank**

The new original fit **Ace**

The regular & tapered **Ben**

WOMEN

The slim **Molly**

The tapered boyfriend **Bill**

The straight-leg **Sara**

The regular skinny **Stokes**

Try on any of them in a participating stockist from September 17th to November 17th then simply text in the name of your chosen fit for the chance to win. An instant bounceback message will reveal if you are a lucky camera winner. Those winners who provide their details will receive their prize through the post shortly after. All other entrants will receive between 10 and 30% discount at Lomography.com – meaning there is a reward for everyone!

Lomography, a movement for experimental analogue snapshot photography, was developed by photographers who would rather shoot from the hip than ever miss a moment. The Lomography Diana F+ camera is all about vibrant colours, shadowy framing, spontaneity and surprising effects – you never quite know what you'll get. When it comes to shooting with these quirky Lomographic cameras rules don't apply. So follow your instincts in store to enter Wrangler's

unique promotion and you could soon be shooting your experiences with a Wrangler Limited Edition Diana F+.

Adam Kakembo, Marketing Director Europe, Middle East & Africa: “Lomography: cool, iconic, shoot-from-the-hip cameras. Wrangler: adrenaline-led outdoor denim brand. It’s the perfect collaboration. Put on your contemporary-cut Wranglers and charge around snapping all the exciting stuff that you do. What could be more fun than that?”

Note: Please see appendix for information about the stores that are participating.

ENDS.

Editors note:

History:

Wrangler's denim history goes back to 1904 when the Hudson Overall Company is founded in Greensboro, North Carolina, USA. In 1919, the company is named Blue Bell and in 1947, with the start of a range of jeans for cowboys, it receives a new name: Wrangler, the name of a working cowboy.

For further details, press samples and imagery please contact:

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