

## Press release

Berlin, 20.08.19



### - TECHNO meets GLAMOUR -

**New cooperation between star designer HARALD GLÖÖCKLER and ex-Handballer ERIC SINDERMAN: The new Dr. Sindsen POMPÖÖS® fashion collection!**

On the **4. July**, for this year's Fashion Week Berlin, the new fashion collection created by **Eric Sindermann** aka. **Dr. Sindsen** in cooperation with star designer **HARALD GLÖÖCKLER** was shown for the first time. In the very heart of Berlin, at the **260 degree rooftop bar**, the new Dr. Sindsen POMPÖÖS® collection was presented to numerous celebrities. The whole party was recorded by **Sat1** and will be featured on the new TV show "**Celebrities Private**". The broadcast dates for the show are the **15.08.19 / 16.08.19 / 19.08.19 / 30.08.19** (from Mon - Fri 18h Sat1).

### **Photoshoot for the Dr.Sindsen POMPÖÖS® collection took place at the KOBLENZER CASTLE AND CAST STOLZENFELS**

On the **11. July**, the new Dr. Sindsen POMPÖÖS® **Basic Line** collection was shot in **Koblenz** (Rhineland-Palatinate). The first exclusive recordings of the newly founded brand were made by the Australian photographer **Carlo Fernandes**. The shoot was accompanied by the Koblenz lifestyle magazine **LABEL56** and was also published in the LABEL56's edition **AUGUST / 2019**

According to the slogan "We love T-Shirts", the core competency is all about the eternally young T-Shirt.

"Dr. Sindsen meets POMPÖÖS® "is **young, cheeky, stylish, quite glamorous** and on the pulse of the time. All **T-shirts** are produced under **fair conditions** and mostly made of **organic cotton** manufactured, which contains **no critical chemicals**. In addition to the Basic Line, it will be a **Luxury Line, Art Line** and **Limited Edition**.

More information about the release party and the new collection can be found on the internet at <http://www.dr-sindsen.com> and at <https://www.sat1.de/tv/promis-privat-2019/>

More information about the photoshoot in Koblenz can be found on the internet at <https://www.haraldgloeoeckler.de/fotoshooting-koblenz>

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