



For Christmas Jumper Day 2018, a special initiative: the jumper designed by Frida Giannini for Save the Children in collaboration with OVS.

On the board of Save the Children since June 2017 and active in many of the Organisation's activities, Frida Giannini has decided to put her creativity at the service of Save the Children by designing an original jumper to be sold in the major stores and website of OVS, which has partnered the Organisation for many years. The project will support the programmes for the most vulnerable children in Italy and the rest of the world.

This year, the Save the Children **“Christmas Jumper Day”** - the mass participation event dedicated to Christmas jumpers which has become super-trendy in English-speaking countries and has been successfully celebrated in Italy too for the last two years –features an extraordinary initiative. **Designer Frida Giannini, leading figure in the world of fashion and style and member of the board of Save the Children**, the organisation established in 1919 dedicated to saving children in danger and guaranteeing them a future, **has decided to put her creativity at the service of Save the Children, by designing a special jumper for adults and children**, which will be sold in the major OVS stores in Italy and online on the website www.ovs.it.

The objective of the project, in which OVS once again sustains Save the Children, confirming its role as historic partner of the Organisation, will be to support programmes for the most vulnerable children in Italy and the rest of the world.

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In addition to the production and sale of the special jumper designed by Frida Giannini for Save the Children, in December OVS will also be launching a larger campaign which aims to boost support for the Organisation at Christmas time, with a specific fund collection initiative at the cash desks of all stores.

“I am familiar with the work done by Save the Children in Italy and many places round the world to save and aid children and I am happy to be able to offer my own personal help in developing new initiatives designed to raise both awareness and funds for the Organisation. Christmas Jumper Day is a fun, creative activity but it is also extremely symbolic, because it enables everyone to join together and participate in a practical initiative that can make a crucial difference to the lives of thousands of children in need of care, education and protection,” stated **Frida Giannini**. “The intention was not to do the same old jumper but instead give it a more contemporary twist, which lead to the idea of the bomber design, with Christmas jacquard designs and “1970s tennis” panels and, finally, the surprise on the back with a head shot of a snowman winking, almost as if he were trying to convinced everyone to get involved in the project”, she concludes.

“We’re excited about this new initiative, where the energy and creativity of Frida Giannini, whom we have had the chance to get to know and admire, have resulted in a product that will be the symbol of Christmas 2018. We’re sure that the passion with which Frida Giannini participated in the project will be catching and that it will encourage even more people to take part in Christmas Jumper Day, to be celebrated on 14 December this year. It is a special opportunity for doing a good deed together, and we are particularly glad to have OVS by our side once more, as the chain continues to partner us and support our programmes for healthcare, food, education, protection and the eradication of poverty in Italy and worldwide with the same unwavering

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enthusiasm as always,” commented **Daniela Fatarella, Deputy CEO of Save the Children Italia.**

“We have continuously lent our support to children all over the world through Save the Children for the last 10 years - says **Stefano Beraldo, CEO of OVS** – and we have always been committed to supporting Christmas Jumper Day since its launch in Italy. This year’s special initiative makes us particularly proud and we hope that we can multiply our contribution thanks to the sensitivity and generosity of the customers who will want to share our commitment”.

The Christmas Jumper designed by Frida Giannini for women, men and children will be on sale in December in a selection of OVS stores and online at ovs.it.

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