



Henkel Beauty Care

Press Release

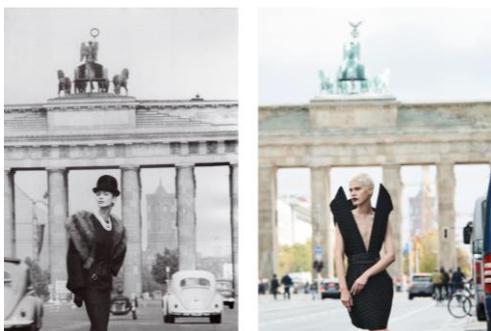
Armin Morbach x F.C. Gundlach

February 08, 2018

A most modern tradition: Armin Morbach reinterprets F.C. Gundlach's photographs for Schwarzkopf

Duesseldorf/ Berlin, February 8, 2018 – Global trend ambassador, Armin Morbach, has reinterpreted 17 of F.C. Gundlach's most inspired images in celebration of the 120th anniversary of the hair cosmetics brand, Schwarzkopf. F.C. Gundlach became an international icon of photography in the fifties and sixties, his genre-defining vision influencing fashion, style and expression to this today. Many of his first fashion photographs were shot in Berlin – in front of iconic buildings, such as the Schiller Theater and the Old National Gallery. Indeed, Berlin is where the Schwarzkopf journey begins.

When Hans Schwarzkopf opened his paint, drug and perfume shop in Berlin in 1898, he laid the foundation for one of the most influential hair cosmetics companies in the world. The capital also plays a key role in the 120th anniversary of the brand: Schwarzkopf's global trend ambassador Armin Morbach has reinterpreted 17 well-known fashion photographs from contemporary collector and sponsor F.C. Gundlach, set in Berlin. "I like to play with exaggeration and show my models in extreme silhouettes, with oversized puffed sleeves or pointed breasts, for example," says Morbach. This stylistic flair shows in his Gundlach interpretations and, again, is so befitting of Berlin. Morbach has used dresses by designer Marina Hoermanseder, who perfectly represents Berlin's famously edgy and alternative style. The ideal compliment to creative, expressive hairstyles and Schwarzkopf's commitment to progressive values.



F.C. Gundlach was one of Berlin's first post-war fashion photographers. His black and white photos catapulted him to fame, made icons of the women who worked with him, and let him capture some of the 20th century's most well-known models and places in ways never seen before.



Berlin's fashion scene lost its impact with the arrival of the Berlin Wall in 1961, and Gundlach went to Paris and New York. Today, however, Berlin can once again claim to be a centre of style – and the city is celebrated internationally as a place where individuality thrives. Today, individuality is accepted like never before. In 2018, there are no rules, no boundaries, no dictated beauty ideals. Real looks on real people are what count – as Armin Morbach showcases with his reinterpreted pictures. This is about moving away from one set style to pure individuality and authenticity. In fashion and hairstyling, anything goes!

About Schwarzkopf

120 years ago, chemist Hans Schwarzkopf laid the foundations for a truly international brand that stands for quality, reliability, expertise and innovation. Today, Schwarzkopf is a global pioneer in hair cosmetics. It is the leading hair care brand in Europe for color and styling, and the most successful hair cosmetics brand in e-commerce in China. Schwarzkopf, Henkel Beauty Care's largest brand, generates revenue of approximately € 2 billion (2016) in over 60 markets worldwide, in branded consumer goods and the professional hair salon industry. Its brands include hair colorants like Palette and Color Expert, as well as hair care and styling brands like Schauma, Gliss Kur, Taft and got2b.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of 18.7 billion euros and adjusted operating profit of 3.2 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to more than 6 billion euros. Henkel employs more than 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

Photo material is available at <http://www.henkel.com/press>

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