



PRESS RELEASE

**Jägermeister**

## **JÄGERMEISTER LAUNCHES LIMITED “BEST NIGHTS” STREETWEAR COLLECTION**

- **Jägermeister’s first international streetwear collection will be launched in 22 markets.**
- **Available from 31<sup>st</sup> January 2021 exclusively on [www.bestnights.com](http://www.bestnights.com).**
- **Bloody Osiris is the international face of the campaign.**

Wolfenbüttel, 18th of January 2021 – With the BEST NIGHTS collection, Jägermeister is launching its first ever international streetwear collection. The clothing pieces target the streetwear community worldwide and will be available for brand and fashion enthusiasts in 22 markets.

“The best nights as part of our very own brand promise inspired us to create this one-of-a-kind collection”, says Wolfgang Moeller, Global CMO. “For those nights, superb style is just as important as the perfect ice cold shot.”

Core elements of the Jägermeister brand, urban streetwear style and bits of nightlife come together in twelve exclusive pieces that make up the BEST NIGHTS collection. Each item also emphasizes the meaning of a best night with friends. Even though these nights look different now because of the global coronavirus pandemic, Jägermeister is committed to spreading a message of optimism, conveying that we will hopefully soon be able to enjoy our best nights out together with each other again.

To make a contribution in support of the club culture that is severely threatened by this crisis, Jägermeister will give one euro per order to the United We Stream initiative. The international cultural platform and streaming collective is committed to supporting club culture during this worldwide crisis.

### **Creativity in the streetwear community**

The New York-based stylist Bloody Osiris, known far and wide for his streetwear style, is the international face of the BEST NIGHTS collection. His pioneering and unconventional design ideas have earned him respect and a permanent place in the streetwear fashion community.

“I’m honored to be a part of the international BEST NIGHTS campaign because as someone who thinks outside the box, I really appreciate the boldness that Jägermeister steps outside their comfort zone and create something new. Within the campaign I had the creative control to stay true to my authentic self and the Jägermeister streetwear collection is driven by the same convictions”, says Bloody Osiris.

And even more creatives from the international streetwear scene are behind the collection. Jägermeister will rely on those fashion fanatics and their shots of themselves – shared from all over the world – wearing the coveted collection pieces.



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Their combinations of the BEST NIGHTS pieces with their own unique styles will be showcased as part of the international campaign on both Jägermeister's and the artists' social media channels.

The strictly limited BEST NIGHTS pieces will be launched on the 31<sup>st</sup> of January 2021. The pieces will be available online in 22 select markets in Europe, North America, Asia (Taiwan) and Africa (South Africa) on [www.bestnights.com](http://www.bestnights.com).

The BEST NIGHTS collection and the associated campaign were developed and executed in collaboration with the German agency la red GmbH Berlin.

## Official press photo



CAPTION: Jägermeister BEST NIGHTS collection: International fashion talents support the campaign as models and producers of the campaign shoots at the same time.

## Contact

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### **About Jägermeister**

Mast-Jägermeister SE is firmly rooted in Wolfenbüttel, Lower Saxony. Here, and only here, the company produces Jägermeister, the herbal liqueur with the stag – and the biggest German spirit brand. First invented over 80 years ago, Jägermeister is based on a secret recipe of 56 different herbs, flowers and roots. In 2019, Mast-Jägermeister SE sold more than 8.5 million 9-litre cases (109,5 Mio. 0,7 l bottles) of Jägermeister in over 145 countries. Thus, Jägermeister achieved ninth place in the definitive Impact International rankings of the top 100 premium spirits, underpinning its position as the world's most successful herbal liqueur.