

PRESS INFORMATION



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HEIDI KLUM JOINS FORCES WITH LIDL IN NEW FASHION CAMPAIGN

ARLINGTON, VA - Lidl US announced today its first ever fashion collaboration with international fashion icon and designer Heidi Klum. Heidi's new fashion collection, which mirrors her characteristic style, will be available exclusively at Lidl and will launch across its network of stores later this year.

With her vast expertise and success in the fashion industry, Heidi Klum has carefully designed a high-end, yet affordable fashion collection for Lidl, making the range accessible for everyone. Lidl's customers across Europe and the USA can look forward to seeing Heidi's exclusive collection launch later this year.

Heidi Klum commented: "**Lidl is known for making quality products at affordable prices and I'm proud to partner with them on this fashion collaboration. I had so much fun designing the pieces in this collection and can't wait for you to see it. I hope you love it as much as I do!**"

Speaking about the new collaboration, Boudewijn Tiktak, Lidl US's Chief Commercial Officer added: "**We are incredibly enthusiastic to work with Heidi Klum. She has designed a collection that truly reflects her experience as a trendsetter, and she put as much love in designing this collection as we do in all our products. At Lidl, we believe high quality fashion should be attainable for everyone and we look forward to sharing this collection with our customers later this year.**"

Lidl is excited to provide its customers with high quality fashion at affordable prices through its 'Lidl Fashion Weeks', which will feature fashion collections in its stores at certain times throughout the year.

About Lidl

Lidl operates about 10,000 stores in 27 countries throughout Europe, offering customers the highest quality fresh produce, meat, bakery items and a wide array of household products at the lowest possible prices. Lidl first established its U.S. headquarters in Arlington County, Virginia in June 2015. Since then, it has announced regional headquarters and distribution centers in Spotsylvania County, Virginia; Alamance County, North Carolina and Cecil County, Maryland. For more information, please visit www.lidl.com.