



Jet Set – Luxury Sports Fashion with a High Profile

The Jet Set brand, founded in St. Moritz in 1969, targeted an international audience right from the outset. Jet Set was the first brand in winter sports fashion to combine the innovative design of a clear-cut fashion approach with functionality and high-tech materials. Jet Set Luxury Sports Fashion established itself and has held its own ever since as the label of the “Jet Set in the Snow” – operating stores in the Alpine region’s foremost winter resorts as well as in major cities. Launching two collections annually today – Winter and Summer, or Ski and Beach – Jet Set is synonymous with joie de vivre, exclusiveness, sex appeal and glamour.

Jet Set – Official Partner of Michael Schumacher

Michael Schumacher, Formula 1’s most successful pilot, celebrates his comeback with Jet Set as his personal partner at his side. Schumacher is known to be a member of a new generation of performance-oriented jet setters, and that makes him a valuable brand ambassador for the Jet Set brand – all the more so because he ideally personifies Jet Set’s brand values: when not on the race circuit, he is a passionate skier at home around the world, outgoing, while constantly striving for maximum performance, self-confident and focused.

Michael Schumacher and his active sports career represent an excellent opportunity for Jet Set. This likeable Formula 1 pilot provides the jet set phenomenon with a tangible identity – and places the Jet Set brand in the spotlight, giving it a boost worldwide.

St. Moritz, February 2010