

Paris, 07/04/11

## “AT HOME IN NATURE” NEW ADVERTISING CHAPTER FOR AIGLE BY BETC EURO RSCG

In 2007, AIGLE launched a new campaign with BETC EURO RSCG: “AIGLE. For the reintroduction of man into nature.”

This signature sounded like a declaration, a strong brand commitment that also responds to that fundamental need that has become a genuine social aspiration: to reconnect man with nature.

With its new campaign AIGLE is unveiling a new chapter of “the reintroduction of man into nature.”

Where do we feel the best, the most comfortable and free if it isn't at home?

“At home in nature”, is a strong and authentic message – wearing AIGLE you'll feel as comfortable in nature as in your own home.

With this idea, and always with a touch of humour, AIGLE remains true to its territory, values and to its vision of nature: wild, grandiose and intact.

The new images of this campaign are also the opportunity to see the evolution of the AIGLE collections towards a more modern look: authentic, chic and casual, in line with the times.

The first part of the campaign (the Stag and the Tiger), shot by Yelena Yemchuk, was launched last autumn. It is now being followed up with the Elephant and the Crocodile, two sublime visuals brought to light by Giulia Noni, a fashion photographer, giving the campaign a truly contemporary feel in keeping with its movement.

With the Crocodile and the Elephant, Aigle and its agency, BETC Euro RSCG, have completed this new advertising campaign with brio. While remaining faithful to the values and to the territory of the brand, these images represent an opportunity for Aigle to adopt a fashionable and modern outlook that bears witness to the dynamism of the brand.

The campaign was launched in France in magazines on 29 March 2011, and on billboards in Paris as well as abroad, in particular in China.

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