

Kitzbühel Tourismus presents new top-class cooperation

This year's Christmas theme was designed by the well-known illustrator Kera Till.

Strong brands recharge each other. Kitzbühel Tourismus is increasingly making use of this effect and is focusing on selected, high-quality collaborations with strong partners.

This winter season, Kitzbühel Tourismus started a cooperation with the Munich-born illustrator Kera Till with French roots, who already works with major international (fashion) brands and newspapers such as Chanel, Vogue, Cartier and Faber-Castell.

Kera Till x Kitzbühel

This year's Christmas motif by Kitzbühel Tourismus shows a mother and her child on their way home through the snow-covered Kitzbühel winter mountain landscape with their Christmas tree - drawn by Kera Till. For the cooperation with the Mandarin Oriental, Munich, an individual subject was also illustrated with the domes on the roof terrace of the city hotel.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is looking forward to further collaboration: "The joint design of this year's Christmas campaign marks the start of what we hope will be a long-term collaboration. We are looking forward to implementing further projects for Kitzbühel together with the well-known Munich illustrator Kera Till."

Merchandise with style

Selected Kitzbühel illustrations are being planned for the new year in cooperation with Kera Till. The drawn motifs will primarily be displayed on Kitzbühel Tourismus' social media channels. Kera Till's concise, unique style is also ideal for merchandise items such as bags and pochettes, which will be available in the KitzShop from spring 2024. For Kera Till and Kitzbühel friends, the winter motif is already available as an A5 notepad in the KitzShop in Hinterstadt 18 or online at store.kitzbuehel.com.

All information about the destination Kitzbühel can be found at [kitzbuehel.com](https://www.kitzbuehel.com)