

PRESS RELEASE**Collins' brand ABOUT YOU launches on TV****The Otto Group's fashion-startup forges a platform for stories**

ABOUT YOU, the Open Commerce innovation of Benjamin Otto and Tarek Mueller – founders of the Collins corporation, airs its first TV-campaign on the 30th of September 2014 on German-speaking television. The core of the campaign, produced with the help of Jung von Matt, are ten TV-adverts for the new online shop. They depict the confident farewell from traumas concerning personal fashion-sense, dispersed in ABOUT YOU's brand-promise: "Your style in every item". The impressive stories air online on Monday on Youtube for a week-long test-phase, and five of these air on TV in October. The sequel will be written by the community under the following address: creative-community.aboutyou.de.

Tarek Mueller, Managing Director of the ABOUT YOU GmbH and Collins co-founder: "This campaign is headstrong. It focuses on personalities and this is exactly what transmits ABOUT YOU's DNA. The shop counsels people by means of their own taste through content, style-suggestions and apps." ABOUT YOU's target group are fashion-devoted men and women, between 20 and 40 years of age, who search for trends just as much as the assurance of staying authentic.

The TV-commercials produced in Hamburg have a unique minimalistic feel and set their focus on young, self-confidently styled protagonists, who free themselves with one rhetorical slap from failed fashion-advice attempts made by the people surrounding them – such as those made by colleagues, hairdressers and playground moms. The advertisements were realized with the help of the Jung von Matt/Alster team, along with the director Stephan Hadjam and Cobblestone Hamburg. The campaign is scheduled to run for a period of six months, the media volume is valued in the double-digit million range.

Open to stories: creative community with a celebrity jury

The TV-adverts are embedded in a social media campaign, as well as the campaign-platform aboutyou.de: in the creative community both amateurs and professional copywriters will find storyboard-modules in order to hand in their own story and collect votes in the ballot. At the beginning of 2015 the most popular stories will be awarded and the strongest ones will be produced. The judges are TV-presenter Johanna Klum, fashion-blogger Masha Sedgwick and the ABOUT YOU marketing team.