

PRESS RELEASE**Collins above plan****The Otto Group's fashion-startup makes first conclusions**

The Otto Group's corporation, founded by Benjamin Otto and Tarek Mueller, successfully launched. The fashion-startup will already generate a double-digit million revenue in its first year after the launch. With a wide-ranging TV-campaign the corporation heralded the next phase for lead generation for ABOUT YOU.

The online shops such as ABOUT YOU, EDITED and Sister Surprise that launched in May this year, the Otto Group's corporation is set on a steady course. "In all relevant KPIs the corporation lies ahead of its plans. We will definitely be reaching the double-digit million sales target in our first fiscal year." Benjamin Otto, entrepreneur and Collins CEO emphasizes.

Collins thereby relies on a triad consisting of profitability, Open Commerce as well as a personalized approach to customers. Benjamin Otto: "With Collins we seized the initiative to realize a completely new e-commerce business model. We – with the help of content-suppliers, developers, brand suppliers and retailers – offer people creative shopping ideas, a platform to shape new inspiring forms of fashion and online trade for the digital generation. We remain focused on the female target group."

"Mission Inspiration" is on a roll

In this manner, multifaceted new apps could be integrated in the online shop via the ABOUT YOU online workshop – the Developer Center. From 400 people who registered, 180 developers have already been unlocked – they constantly offer customers new access to the product range consisting of ca. 60,000 articles at the present day. "The concept of a consumer-centric shop is being very well accepted by all participants." Tarek Mueller, Collins Co-Chef and Directing Manager of the shop concludes. "We have been experiencing a massive inflow of concepts for apps ever since we have launched and we intend to gradually roll-out such apps in the following months after they have undergone a process of thorough examination. But above all, our central hypotheses regarding the need of inspiration online have proved to be correct. App-users tend to be more enthusiastic and loyal customers, even when compared with the market average, and even customers that shop on demand use apps."

Collins, as a finance and management holding, leads this unique eco-system with the goal for it to prosper with worthiness. ABOUT YOU, EDITED and Sister Surprise build their synergies gradually as independent companies and along with that, their brand development and the already high expertise in e-commerce for a young and demanding target group. ABOUT YOU is the one to start with a wide-ranging TV-campaign that airs on the 30th of September 2014. The core of the campaign are ten TV-adverts which depict the confident farewell from traumas concerning personal fashion-sense, dispersed in ABOUT YOU's brand-promise: "Your style in every item". True to the Open Commerce approach, the stories are written on aboutyou.de by users – amateurs and professional writers alike – and will be told from the customers' point of view.

“Our continuous testing-approach was proven right in online marketing as well, which our economical growth clearly depicts. We plan to further expand our communication with the consumers which also takes place on TV and thereby massively increase our coverage.” was what Tarek Mueller commented, when being asked about the expected further development of the business.