

PRESS RELEASE**The Collins' TV-tackle: new commercials for ABOUT YOU and EDITED**

ABOUT YOU and EDITED, the two brands belonging to the fashion-startup Collins, will present themselves with new adverts on german-speaking television as off March 2015. It hasn't even been a year since ABOUT YOU was founded, yet the brand is already setting off with a sequel to the successful launch-campaign. Many new episodes are in store for the audience, all revolving around minor traumas in terms of personal style. ABOUT YOU also gives the word to the "creative community" and transmits the Open Commerce approach into their marketing strategy. Its the TV-premier for EDITED. The kick-off advertisement positions the brand as an inspiring fashion shop with personally selected trend-pieces and an own brand.

Even the first flight was very successful: since the launch of the campaign in September 2014, ABOUT YOU's sales tripled. "The step into television noticeably increased our brand recognition, thus, together with our online marketing activities, it plays an important role in increasing our organic growth process." Tarek Mueller, Managing Director of the ABOUT YOU GmbH, says.

The first adverts carried the claim "Your style in every item" and thereby highlighted the individualist claim and the inspirational shopping-approach of the brand. Now, four different stories will follow, that will tell tales of failed fashion advice. The ads rely on personalities: the center of each story is a figure, who gives unasked advisors such as wannabe fashion-experts or their own partner a cool and casual rejection when it comes to accepting style-advice. Consultations are superfluous, because the fashion-inspiration comes from ABOUT YOU. The shop gives customers recommendations, that match their own taste through the means of relevant content, personal feeds and multifaceted apps. The target group are fashion-devoted women and men, between 20 and 40 years of age, who search for trends just as much as the assurance of staying true to themselves. ABOUT YOU aims to reach new, as well as their already existing customers, with their recent extension of the campaign. The Jung von Matt/Alster creative team is once again responsible for the realization of the TV-campaign, along with the director Stephan Hadjam and Cobblestone Hamburg.

One of the main characters is the TV-presenter Johanna Klum, who doesn't only put wannabe fashion-experts on the spot, but also shows what personalized shopping on ABOUT YOU really means. Johanna Klum lets her own personal feed About Johanna inspire her. The customers are already familiar with the TV-host from the ABOUT YOU application You & Idol, where she shares her looks with the community.

The community decides

"In the harsh and competitive German fashion-market, we keep on relying on a successful combination consisting of inspiration, personalization and Open Commerce" adds Mueller. Due to the success we have witnessed in Youtube tests before the first campaign was aired, the decision was made which adverts aired on the various TV-stations. This time, ABOUT YOU went a step further and called on the community to send in their own stories. Out of 300 ideas, a suggestion made by a user named Laila was taken as a template for the advert "Boyfriend" under the title "What men want". The winning idea was awarded 10,000 Euro.

EDITED promises: selected fashion for you

Curated, inspiring and exclusive – that is what EDITED stands for. The online shop targets young, fashion-loving men and women, who appreciate a unique mix of brands and individual looks. The name says it all: EDITED regularly offers newly shot styles from the fashion capitals of the world, which are all available in the online shop. With their first TV-advert, Collins makes the brand known to a wide audience. Dispersed in the promise “Selected fashion for you”, the commercial leans onto the look & feel of EDITED: detail-loving, cool and with a confident sense of style. The advertisement presents EDITED as a fashion-shop with an inspiring product selection, that interconnects established brands with exclusive newcomer-labels and the in-house brand EDITED the label. The agency Faust from Berlin produced the advert with the help of the director Ivan Flugelman and director of photography Jakob Süß.

The ABOUT YOU campaign has been on air for a few days now on channels such as RTL, RTL II, Vox, Pro7, Sat1 and other theme channels. The EDITED advert airs on 4th of March on sixx and TLC. Both TV-campaigns are set to run for a period of six month. All in all, the media volume is valued in the double-digit million range.

ABOUT YOU-Ads:

Modeexperten: <http://kampagnen-outfits.aboutyou.de/spot-11/>

Erwachsenwerden: <http://kampagnen-outfits.aboutyou.de/spot-12/>

Boyfriend: <http://kampagnen-outfits.aboutyou.de/spot-13/>

Kleiderstange: <http://kampagnen-outfits.aboutyou.de/spot-14/>

EDITED-Spot: <http://youtu.be/muP68SzcrAs>