

PRESS RELEASE

EDITED opens first flagship store in Hamburg

Edited, the fashion-brand of the Otto Group's subsidiary company Collins, brings its brand experience to the retail trade – as of October 22nd customers can additionally experience EDITED offline in the Schanze district in Hamburg. The product range for fashion-devoted men and women offers clothes and accessories.

Only 19 months after emerging on the German market, EDITED has already made a name for itself amongst the online-devoted fashionistas: the urban, fashion-loving customer will find a curated brand portfolio of roughly 200 brands on EDITED.de including the in-house brand EDITED the label, that has evolved to become the brand with the highest sales in the online shop within the shortest amount of time. Now, the online fashion shop goes new ways altogether: "During the first tests in Hamburgs stores, our in-house brand EDITED the label quickly proved to be the brand with the highest sales offline as well. This convinced us to open our own flagship store." Hannes Wiese, the co-founder and Co-CEO at Collins explains. "We would like to further increase brand awareness and win over new customers for EDITED.de." Besides an assorted selection of various brands for men and women (ca. 75% of the product range ratio), the collection also includes the in-house brand EDITED (ca. 25% of the product range ratio). "The retail store in Hamburg is our first step onto solid ground. If this stationary approach proves itself and new customers can be won for EDITED as a result, a rollout to further selective locations could be quite a conceivable option." Wiese says.

The brand-potential is already in existence: the Key-Pieces of our first Blogger-Cooperation with the German fashion-icon Maja Wyh were sold out within just a few hours. Furthermore, EDITED established itself quickly on fashion-relevant social media channels – the brand currently counts over 50,000 followers on Instagram. The typical EDITED customer networks a lot, is especially devoted to fashion, always-on and invests an above average amount of money in clothes and accessories. She thereby highly appreciates quality and exclusiveness: "That's why we have now established a premium section on EDITED.de with just under 30 brands, that we will keep on expanding further in the future." Wiese added.

EDITED the store:

Schanzenstraße 97
20357 Hamburg