

PRESS RELEASE

Half-year update: Collins triples its revenue

Fashion-startup of the Otto Group continues to grow

When it comes down to sales, Collins prevails as one of the fastest-growing e-commerce startups in Europe. The balance-sheet for the first six months of the fiscal year (1.3. to 31.8.2015) depicts that the profit has tripled, in comparison to the previous year. Since autumn 2015 the corporation is also represented in Austria and Switzerland with ABOUT YOU.

Hannes Wiese, the co-founder and member of the Collins Management, who is in charge of Operations & Finance says: "Our strategy encompassing the build up of personalized offers and inspiring shopping-formats for the digital generation was successful. We are constantly growing, as a result of our Open Commerce Model and will finish the fiscal year 2015/2016 with a high double-digit million turnover. The goal for our third year on the market is to finish with a triple-digit million sales figure."

A third of the target group is familiar with ABOUT YOU

Nowadays, Collins shops hold over half a million active customers. Tarek Mueller, the Managing Director of Collins, in charge of marketing-activities explains: "Basically we are very content with the development of our KPIs and register a continuous change for the better. Our customers stand out due to their loyalty, shop regularly and continue to recommend us to others." The brand awareness is also clearly increasing: a third of the target group is familiar with ABOUT YOU only 17 months after launching on the market in Germany. In order to further increase brand awareness, Collins set off a new marketing campaign for the online shop ABOUT YOU: the first part of a series of new 25-second television adverts have been aired since the 1st of October 2015 on German TV, accompanied by a digital campaign on Facebook and for the first time – a radio and Out-Of-Home campaign since the 15th of October 2015.

The Open Commerce and Personalizing success model

The tailored IT behind Collins' eco-system is the basis for innovative projects and in-house development. Nowadays, over 50 apps, so-called User Generated Content, count to our eco-system at Collins – constructed by our own and external developers. The decisive factor is, however, the significant improvement in the personalization of the whole ABOUT YOU shop. Sebastian Betz, who is also a Managing Director at Collins, and in charge of the areas Tech & Product clarifies: "The individualization is paying off, as the positive customer feedback shows. Every fourth user fills out their Fashion Profile and benefits from the individually selected shopping-offers in their personal feed." Another new feature is the Personal Filter with which customers can refine one whole shop category based on their individual settings: "The Personal Filter was received very well and boosted the conversion rate of our existing customers significantly." Betz added. Another new feature: for those customers, who are logged-in, the whole shop name changes and the header adjusts to their first name, so that every customer can enter their own personal shop.

The company is currently working on becoming a forerunner in the mobile sector for an inspiring and personalized online shop, as it already exists on the desktop. The first step was a re-launch of the mobile ABOUT YOU app. “Our mobile growth is steeply increasing – our new app indicates an engagement rate that is twice as high. The current focus clearly lies on becoming the leading innovator in the fashion e-commerce area.” Betz adds. Just recently ABOUT YOU was presented the Shop Usability Award 2015 in the category “Most Innovative Shop”.

The content and fashion brand EDITED

With Edited Collins has proven, that it is not only a technological, but also a fashion corporation. In the midst of roughly 200 brands, “EDITED the label” has protruded as the leading brand in terms of sales in the online shop edited.de. Within the shortest time imaginable, EDITED established itself as a fashion brand with a lot of fashion know-how: “With EDITED we primarily experience growth over viral recommendations and bet on cooperations with prominent multipliers from the blogger-scene. Furthermore, we just opened our first flagship store in Hamburg, in order to increase brand awareness and to win new customers for edited.de.” says Tarek Mueller.