

PRESS RELEASE

Hamburg, Friday, July 13, 2018

#bestjobever

DREAM JOB UP FOR GRABS: ABOUT YOU IS LOOKING FOR THEIR NEW FACE OF INSTAGRAM

Travel to the most beautiful locations in the world, attend fashion shoots and campaigns as well as interviews and parties with the greatest stars and influencers in Germany – many social media users and fans can only dream of this. **ABOUT YOU** is making this dream come true and is currently looking for the new “Instagram face” for their Instagram account.

- ABOUT YOU is giving away the BEST JOB EVER: the new face of Instagram will jet off to fashionable red carpet events, fashion shoots around the world and the most desirable parties
- The role is remunerated monthly – plus a flat rate for shopping at aboutyou.de
- The application process takes place on the applicants' Instagram Stories
- The jury: social media stars Matiamu by Sofia and Riccardo Simonetti as well as the ABOUT YOU Social Content Team
- Fans & followers of ABOUT YOU help the jury to select the candidates on Instagram

Dream job up for grabs: online fashion shop ABOUT YOU is looking for the new face of their own Instagram account and is calling for applications on Instagram Stories. All candidates over the age of 18 years can apply now. They must be someone who passionately updates their own Instagram account with content on a regular basis, who is spontaneous, creative, adventurous, and not camera-shy, who loves to travel, and who comes across to others as open-minded. Anyone who fulfills these criteria has the chance of getting this unique dream job.

“By the end of this unique application process, we aim to find a Social Creator, who our fans can identify with. They should feature on our social media feed daily,” explains Julian Jansen, Content Director at ABOUT YOU.

The newest member of the team will travel for ABOUT YOU to the most beautiful locations in the world, attend fashion shoots, campaign productions, and will party with the biggest stars and influencers in Germany. All impressions while doing so will be shared with the Instagram community live, so that users and fans can gain an insight of behind the scenes at ABOUT YOU from someone consistent.

Candidates are asked to post an Instagram Story application with the hashtag #bestjobever and the tag @aboutyoude to apply.

ABOUT YOU will invite the most creative and impressive applicant to a meet-and-greet at its headquarters in Hamburg.

After an interview with the job jury Sofia Tsakiridou and Riccardo Simonetti as well as the ABOUT YOU Content Creation Team, the top three will each take over the ABOUT YOU Instagram account for a day and must prove themselves in a challenge as the new face of ABOUT YOU on Instagram.

Fans and followers of ABOUT YOU can rate the applicants' Instagram stories with various reactions and comments and therefore help the job jury to decide who will be the first face of the ABOUT YOU online fashion shop on Instagram.

The role is remunerated appropriately and features an annual flat rate for shopping in the online shop.

Further Information:

www.aboutyou-bestjobever.de

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About ABOUT YOU

ABOUT YOU digitized the traditional shopping trip and creates a personalized shopping experience on the Smartphone. This means that the online-shop fits the individual style of each customer, a shop that shows only relevant products and outfit suggestions for that customer is created. At ABOUT YOU, the customer is the focus. Thus, their infinitely many different personalities find their expression through fashion, which is supported by ABOUT YOU. In addition to the versatile inspiration at aboutyou.com, women and men between 20 and 49 years of age will find an assortment of more than 150,000 articles from over 1,000 brands. With over 10 million active customers each month, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. The fashion technology company generated a turnover of 283 million euros in 2017/18 and expects a turnover of 450–480 million euros for the current business year, which corresponds to an annual transaction volume of over 1.6 billion euros.

ABOUT YOU GmbH is a subsidiary of the Otto Group. The management team includes multi-company founders and digital experts Tarek Müller (29, Marketing & brands) and Sebastian Betz (27, Tech & Product) as well as former Roland Berger-strategist Hannes Wiese (37, Operations & Finance).

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