

PRESS RELEASE

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Europe's most personal fashion online shop continues expansion: ABOUT YOU is live in Czech Republic

On 9 October 2018, the European leading digital fashion platform ABOUT YOU continued its internationalization and launched the new online shop aboutyou.cz. After Germany, Austria, Switzerland, Netherlands, Belgium and Poland, Czech Republic is the next market where ABOUT YOU is now online. The fashion online shop was officially released with a huge marketing campaign and spectacular launch event in Prague with over 300 social media stars, celebrities, branch experts and journalists.

ABOUT YOU is Europe's first online destination, where one can discover fashion, get inspired and find relevant products that really fit one's style – no matter, how small the screen is. The fashion online shop digitalizes the traditional window-shopping experience – now also in Czech Republic. Therefore, the online pure player leads the growing market of online fashion discovery with over 10 million active users per month and more than 3 million active customers. In the Czech Republic, ABOUT YOU offers currently more than 70,000 products of more than 500 brands such as Tommy Hilfiger, Calvin Klein, GAP, Polo Ralph Lauren, Abercrombie & Fitch or Hugo Boss.

The launch event in Prague marked the “big bang” of ABOUT YOU's huge two-phase marketing campaign. After the teaser phase creating curiosity, the launch phase finally reveals ABOUT YOU's identity via OOH, TV, radio and digital channels.

“It's a big step for us to enter already the second market in the Eastern and Central Europe within only three months. The Czech market has a great potential for us and we hope to grow really fast here! We're looking forward to excite the Czechs with our personalized and inspiring platform and thereby, be able to become one of the largest online fashion retailers in the Czech Republic”, says Tarek Müller, co-founder and Managing Director at ABOUT YOU.

After Germany, Austria, Switzerland, the Netherlands, Belgium and Poland, the Czech Republic is already the seventh market in which ABOUT YOU is online. Further expansion plans are planned for Eastern and Central Europe.



About ABOUT YOU

ABOUT YOU is digitalizing the classic shopping stroll by creating an inspiring and personalized shopping experience on the smartphone. The platform is tailoring the site to each customer's individual style. At ABOUT YOU, the focus is on the customer and as such, the infinite number of different personalities which find their expression through fashion and are supported by ABOUT YOU. In addition to a wide range of inspirations, women and men between 20 and 49 years of age will also find an assortment of more than 150,000 articles from over 1,000 brands at aboutyou.com. With more than 10 million monthly active users, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. The fashion-tech company has made sales of €283 million in 2017/18 and is expecting sales of €450-480 million in the current financial year, which is equal to an annual transaction volume of more than €1,6 billion. The company is currently valued at over one billion US dollars, which makes ABOUT YOU Hamburg's first unicorn.

ABOUT YOU GmbH was founded in 2014 as a subsidiary of the Otto Group and is part of the Group's portfolio today. The management team includes serial entrepreneurs and digital experts Tarek Müller (29, Marketing & Brands) and Sebastian Betz (28, Tech & Product) as well as former Roland Berger-strategist Hannes Wiese (37, Operations & Finance).

For further information on ABOUT YOU visit corporate.aboutyou.de.

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