

## PRESS RELEASE

Hamburg, February 7, 2019

### **ABOUT YOU lands another brand coup: online fashion retailer signs a strategic partnership with Disney**

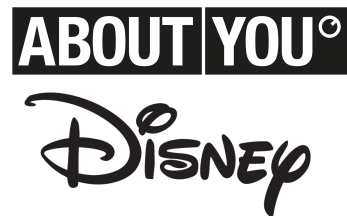
- ABOUT YOU and Disney enter into collaboration.
- With ABOUT YOU, Disney hopes to reach a young, style-conscious target audience via influencer marketing.
- The limited collection “The True Original Collection” will be available exclusively at [ABOUT YOU](#) starting on February 7, 2019.

The long-standing U.S. firm Disney has been making children’s eyes light up since day one. Now, it hopes to expand its target audience by working with ABOUT YOU on the German market. To achieve this, the lovebrand has signed a multi-year cooperation agreement with a retailer for the first time. The special strategic partnership between Disney and ABOUT YOU will last for at least two years and is a real boon for both companies as it will help them to open up target audiences and support their branding.

From Mickey Mouse to Cinderella and Donald Duck, Disney has been enchanting generation after generation with its comics, animations and much more since 1923. As a natural-born storyteller, Disney is the perfect partner for a creative, successful collaboration with ABOUT YOU. Just like the long-standing U.S. brand, ABOUT YOU strives to captivate customers with its brand message, “It’s all ABOUT YOU,” and help them to express countless different personalities through fashion. “We are looking forward to the future collaboration immensely and are honored that a global brand like Disney approached us about a partnership,” says Julian Jansen, Content Director at ABOUT YOU.

Disney’s aim with the strategic partnership is to further strengthen the focus on lifestyle and fashion in the German market and reach a young, style-conscious target audience with the help of ABOUT YOU. “Approaching ABOUT YOU as a cooperation partner was a logical step for us. We were particularly impressed by the company’s expertise in influencer marketing,” explains Ute Stauss, Director of Fashion & Home at Disney. ABOUT YOU is not just one of the top three online fashion retailers in Europe: it is also considered a social media pioneer in the e-commerce market. The firm works with more than 100 influencers, which it calls Idols, and has been taking a 360-degree approach to the development of innovative marketing concepts ever since it was established.

The launch of a unique capsule collection marks the beginning of the multi-year collaboration between Disney and ABOUT YOU. “The True Original Collection” will go on sale on the ABOUT YOU website on February 7, 2019. The campaign photo shoot for this magical collection took place in Berlin at the end of November. In line with the influencer marketing strategy, the campaign features social media star Cheyenne Ochsenknecht and YouTuber Jonathan Steinig. The launch of the Disney collection is just the start of this successful collaboration: more capsule collections are already in the pipeline.



The Disney collection will go on sale exclusively online at <https://www.aboutyou.de/about/brand/disney-x-about-you> on February 7, 2019.

High-resolution images from the “The True Original Collection” collection campaign are available to download here:

<https://drive.google.com/drive/folders/1EbfzlwHl8HlBmrvDkygqxipagcu56jLZ?usp=sharing>

#### Campaign Video:

Disney x ABOUT YOU - The True Original Collection mit Cheyenne Ochsenknecht & Jonathan Steinig:

<https://youtu.be/gWT9uYXOYcl>

#### Further Links:

Female Brand Profile: <https://www.aboutyou.de/about/brand/disney-x-about-you?category=20201>

Male Brand Profile: <https://www.aboutyou.de/about/brand/disney-x-about-you?category=20202>

Female Story Link: <https://www.aboutyou.de/s/disney-x-about-you-2131>

Male Story Link: <https://www.aboutyou.de/s/disney-x-about-you-2132>

#### About ABOUT YOU

ABOUT YOU digitized the traditional shopping stroll 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 and in the ABOUT YOU app, women and men between 18 and 49 years of age will find an assortment of more than 200,000 articles from over 1,000 brands. With over 11 million active users 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. With a company valuation of more than one billion US dollars, ABOUT YOU is the first unicorn from Hamburg.

ABOUT YOU GmbH was founded in 2014 as a subsidiary of the Otto Group and is now part of the group portfolio. The management team includes multi-company founders and digital experts Tarek Müller (30, Marketing & brands) and Sebastian Betz (28, Tech & Product), as well as former Roland Berger-strategist Hannes Wiese (37, Operations & Finance).

#### About Disney Parks, Experiences, and Consumer Products

Disney Parks, Experiences and Consumer Products is the business segment of The Walt Disney Company (NYSE:DIS) that brings the magic of Disney's stories, characters and franchises into the daily lives of families and fans around the world to create memories that last a lifetime. The company's iconic travel and leisure businesses include six resort destinations in the United States, Europe, and Asia; a top-rated cruise line; a luxurious family beach resort in Hawaii; a popular vacation ownership program; and an award-winning guided family adventure business. Disney's global consumer products operations include the world's leading licensing business; the world's largest children's print publisher; Disney Store locations around the world; and the shopDisney e-commerce platform. These experiences are created by Walt Disney Imagineering, the innovative force responsible for overseeing the segment's world-class products and experiences – from immersive lands to interactive toys, and everything in between.

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