

**PRESS RELEASE**

Bratislava, 4 June 2019

**Europe's fastest growing fashion online shop continues expansion:  
ABOUT YOU is live in Slovakia**

On 3 June 2019, the European leading fashion online shop ABOUT YOU launched [aboutyou.sk](http://aboutyou.sk). After Germany, Austria, Switzerland, Netherlands, Belgium, Poland and Czech Republic, Slovakia is the next market where ABOUT YOU is online. The fashion online shop was officially launched with a huge marketing campaign and an spectacular launch event in Bratislava with over 300 social media stars, celebrities, branch experts and journalists. The musical highlights of the exclusive happening were Emma Drobná and rapper Ego. Their tunes were enjoyed by local celebrities like Dominika Cibulková, Michaela Kocianová or Majk Spirit who were all part of the audience.

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. The fashion online shop digitalizes with its unique approach the traditional window-shopping experience – now also in Slovakia. ABOUT YOU's concept of fashion discovery is already successful in seven other markets while ongoing expansion plans are consequently pursued. The online pure player offers a large assortment with more than 100,000 products in Slovakia of more than 600 brands – of which many are for the first time available on the Slovakian market.

The launch event in Bratislava marked the “big bang” of ABOUT YOU's new 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.

“We see huge potential in the Slovakian market. We expect to grow really fast here and we would like to become market leader for online fashion in a short time. We're looking forward to excite the Slovaks with our inspiring platform, very large assortment, free shipping and free returns.”, says Tarek Müller, co-founder and co-CEO at ABOUT YOU.

ABOUT YOU is among the fastest-expanding e-commerce start-ups in Europe and one of Europe's very few unicorns with a company value of more than USD 1 billion.



#### About ABOUT YOU

ABOUT YOU digitized the traditional shopping stroll and creates a personalized shopping experience on the smartphone. The fashion online shop adapts to the individual style of each customer showing only relevant products and outfit suggestions. At ABOUT YOU, the customer is the focus. Thus, ABOUT YOU supports its customers to express themselves through fashion. In addition to the versatile inspiration at [aboutyou.com](https://www.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 1.200 brands. With over 11 million active users each month, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. The fashion- and tech-company generated a turnover of 461 million euros in 2018/19. 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 serial entrepreneurs 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).

For further information on ABOUT YOU visit [corporate.aboutyou.de](https://corporate.aboutyou.de).

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