

PRESSEMITTEILUNG

Hamburg/Stephanskirchen, 26 February, 2020

MARC O'POLO and ABOUT YOU CLOUD seal partnership at technological and operational level

MARC O'POLO creates the technical basis for merging its various B2B and B2C sales channels, relying on the flexible API-based e-commerce infrastructure of ABOUT YOU CLOUD. Both companies have signed a contract to this effect.

With its powerful technology stack, ABOUT YOU CLOUD enables MARC O'POLO to implement a new type of commerce management, one that ensures that all that customers, whether trading partners or end consumers, are served equally quickly and efficiently via the same infrastructure. With the transition to an omni-channel platform, the company is taking to a new level the quality of its delivery and returns processes, the display of marketing content, and the uniform handling of master data for each domain.

“We have strategic growth targets and want to expand our premium position in the coming years. This requires a future-oriented technological basis in order to achieve faster delivery processes and better availability of goods for our customers and partners,” says Dieter Holzer, CEO of MARC O'POLO AG. “In ABOUT YOU CLOUD we have found the right partner, one that offers us the ideal solution at a technological and operational level,” adds Patric Spethmann, COO at MARC O'POLO.

“We are pleased to accompany MARC O'POLO in its growth targets and transition to an omni-channel platform,” explains Sebastian Betz, co-founder and co-CEO of ABOUT YOU. “The flexible API-first systems of ABOUT YOU CLOUD enable us to implement innovative omni-channel use cases for MARC O'POLO in which we will also benefit from MARC O'POLO's offline experience. This will further demonstrate the flexibility and performance of our systems.”

About MARC O'POLO

MARC O'POLO stands for premium contemporary modern casual wear. An international brand with Scandinavian roots, MARC O'POLO embraces an individual style that reflects the philosophy of its founders: The freedom to be yourself. With this claim and a preference for natural materials, high-quality workmanship and special details, MARC O'POLO has established itself as one of the world's leading brands in its segment. Founded in Stockholm in 1967, the MARC O'POLO world today comprises the collections MARC O'POLO Modern Casual, MARC O'POLO DENIM, MARC O'POLO Shoes and MARC O'POLO Accessories, as well as the license collections MARC O'POLO Bodywear, Beachwear, Eyewear, Home, Junior and Legwear.

From its headquarters south of Munich, in Stephanskirchen, MARC O'POLO supplies 2,200 stores, retail and franchise partners internationally. MARC O'POLO is available in 39 countries, including Germany, Austria, Switzerland, the Netherlands, Belgium, Finland, Norway, Ireland, France, China, Russia and Poland. In addition, the MARC O'POLO collections are available via own online shops in 20 countries at www.marc-o-polo.com.

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About ABOUT YOU CLOUD

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 and in the award-winning ABOUT YOU app, women and men between 18 and 49 years of age will find an assortment of more than 300.000 articles from over 1.500 brands. With over 15 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, which corresponds to an annual transaction volume of over 1.4 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 serial entrepreneurs and digital experts Tarek Müller (31, Marketing & brands) and Sebastian Betz (29, Tech & Product), as well as former Roland Berger-strategist Hannes Wiese (38, Operations & Finance).

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