

**PRESS RELEASE**

Hamburg, Friday, April 24, 2020

## **Over 4 Million Cloth Masks from Basic to Stylish: ABOUT YOU Offers the Greatest Variety of Fashionable Non-Medical Face Masks at Transparent Cost Price**

- **With the launch of its new category, “Cloth masks,” the online fashion retailer is offering the largest and most varied range of non-medical face coverings in Europe.**
- **ABOUT YOU will start selling its initial stock of approximately 200,000 masks on Tuesday, April 28, 2020. It has already ordered more than four million additional masks which will go live in the store over the coming weeks to ensure an ongoing supply**
- **With this move, the Hamburg-based company is keeping its promise and offering face coverings exclusively at cost price, starting at €1.70 per mask. A transparent price breakdown is provided in the product details for each mask**
- **More than twenty partner brands—including ARMEDANGELS, Odlo, and URBAN CLASSICS—along with exclusive styles by designers including LeGer’s Lena Gercke, MDLA’s Bill Kaulitz, GMK’s Guido Maria Kretschmer, and entertainer Riccardo Simonetti ensure a varied offering**

Before Easter, ABOUT YOU became the first online fashion retailer to announce that it would roll out a new range of reusable, washable cloth masks in its store before the end of April. It said that it would offer the non-medical, fabric face coverings—produced both in-house and by partner brands—at cost price. Starting on Tuesday, April 28, 2020, the Hamburg-based company will deliver on this promise. ABOUT YOU will start selling a wide range of approximately 200,000 non-medical face coverings at cost price, starting at €1.70 per mask. To prevent panic-buying, the online retailer has ensured a long-term supply. More than four million additional masks will follow over the next few weeks.

“We felt it was important to make a large, varied range of non-medical masks available right from the start so that all our customers could find something to suit them. By doing this, we will enable our customers to express themselves freely with this new fashion accessory while face coverings are mandatory. We are delighted to be able to deliver on our promise of offering the masks—both basic and trendy—at cost price to provide fair, affordable access to non-medical face coverings,” says Sebastian Betz, co-founder and co-CEO of ABOUT YOU.

The online fashion retailer is ensuring complete transparency when it comes to the cost price of the face coverings by giving its customers a price breakdown. The product details for each mask or set of masks include a clear breakdown listing the purchase price and shipping costs. “We want to show that we are serious and are doing our bit to help people look after their own health and that of

others—while at the same time making it clear that we are against profiteering,” emphasizes Tarek Müller, co-founder and co-CEO of ABOUT YOU.

The range is extremely varied courtesy of some twenty partner brands, ABOUT YOU’s private labels, and well-known designers who have developed eye-catching masks exclusively for ABOUT YOU. The partner brands include both household names like ARMEDANGELS, Odlo, or URBAN CLASSICS and smaller startups such as Grubenhelden, BeWooden, and ODERSO by activist Fynn Kliemann. The first exclusive mask designs by ABOUT YOU Idols are due to go on sale in mid-May. Face coverings designed by LeGer’s Lena Gercke, GMK’s Guido Maria Kretschmer, and the Dutch social media star Anna Nooshin will be the first to be rolled out. These will be followed by exclusive styles by supermodel Karolína Kurková, MDLA designer Bill Kaulitz, and ABOUT YOU advocate and entertainer Riccardo Simonetti. Discussions are also under way with many other well-known designers.

The health of its employees is also a top priority for ABOUT YOU, so the company is enabling all of its staff to choose and order a certain number of face coverings from the online shop free of charge. With this move, ABOUT YOU is also reacting to the official requirement for masks in its home town of Hamburg and ensuring a basic supply of non-medical masks for its employees—before they even return from working at home.

ABOUT YOU takes its motto of “Masks for all” seriously and is planning to donate a significant number of face coverings. It is already holding discussions with non-profit organizations which are distributing masks to those in need.

After launching its mask range in Germany, Austria, and Switzerland, ABOUT YOU plans to roll out the sale of face coverings internationally in early May. This will allow the online fashion retailer to offer the largest and most varied range of non-medical face masks in Europe.

**The German government’s urgent recommendation to wear a face mask and information on correct usage can be found on the [German government’s official website](#). Further information about the various protective functions of masks is available from the [Federal Institute for Drugs and Medical Devices \(BfArM\)](#).**

Further links:

**The story behind ABOUT YOU’s masks:** <https://www.aboutyou.de/masken>  
**Storefront for women’s masks:** <https://www.aboutyou.de/frauen/accessoires/stoffmasken>  
**Storefront for men’s masks:** <https://www.aboutyou.de/maenner/accessoires/stoffmasken>

High-resolution images and product knockouts can be downloaded [here](#).

### 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 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 472 million euros in 2019/20, which corresponds to an annual transaction volume of over 2.5 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). For further information on ABOUT YOU visit [corporate.aboutyou.de](http://corporate.aboutyou.de).

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