

PRESS RELEASE

Hamburg, September 19, 2023

ABOUT YOU Expands to Luxembourg

Customers in Luxembourg now have access to exclusive fashion collections that are available worldwide exclusively at ABOUT YOU. Moreover, Luxembourgers can now choose from their country's most stylish fashion and lifestyle assortment in French. At the same time, they benefit from ABOUT YOU's high service standards, such as fast delivery, various payment options, easy returns, and courteous customer service.

Hamburg (September 19, 2023) - ABOUT YOU, one of the largest online fashion stores in Europe, is launching today in Luxembourg and now offers Luxembourgers a unique shopping experience with worldwide exclusive collections, the most stylish fashion and lifestyle assortment, and ABOUT YOU's high service standards. Luxembourgers can now choose from over 150,000 items from around 3,800 brands. These include exclusive collections co-created by international influencers such as Katy Perry, Bella Hadid, Jaime Lorente, Emili Sindlev, Emma Roberts, Dennis Schröder, 'florencia by mills' by Millie Bobby Brown, and Kingsley Coman. Furthermore, ABOUT YOU's brand partners also offer their products in Luxembourg.

ABOUT YOU now puts Luxembourgers in the focus of their shopping experience. Not only do the multi-award-winning ABOUT YOU app and aboutyou.lu digitize the traditional shopping stroll, they also create a personalized experience - perfectly adapted to the respective customer's wishes and needs.

With free shipping and returns, Luxembourgers now have the option to order all items on their wishlists and return any item that does not become their new favorite up to 100 days after purchase - turning their own home into a comfortable dressing room. In addition, they benefit from various payment options and a customer service that provides the best possible support before and after the purchase in different languages.

"We are very pleased to finally welcome customers from Luxembourg on ABOUT YOU. Along with the most exciting and stylish fashion assortment, we offer them our personalized shopping experience and unparalleled service proposition," said Tarek Müller, Co-Founder and Co-CEO of the ABOUT YOU Group. "To welcome our new customers, we have a 40% discount on almost all items in September."

In the coming weeks, ABOUT YOU will launch collaborations with influencers and partners in Luxembourg. The local social-first marketing approach aims to build a long-term relationship with new customers through relevant and compelling content.

ABOUT YOU Group

The ABOUT YOU Group (ABOUT YOU Holding SE, ABOUT YOU SE & Co. KG and its fully consolidated subsidiaries) is an internationally active e-commerce group with two strategic business units: The online fashion store ABOUT YOU SE & Co. KG forms the Group's business-to-consumer business. With more than 45 million monthly active users, ABOUT YOU is one of Europe's largest online retailers for fashion and lifestyle and the leading provider of a personalized shopping experience on the smartphone. In the multi-award-winning ABOUT YOU app and on aboutyou.com, customers find versatile inspiration and an assortment of over 600,000 items from around 3,800 brands. The Group's business-to-business activities are largely operated by SCAYLE GmbH. SCAYLE offers a modern, cloud-based enterprise shop system that enables brands and retailers to scale their digital business quickly and flexibly as well as to adapt to increasing customer needs. Over 140 online stores are powered by SCAYLE's technology. Leading brands and retailers such as DEICHMANN, FC Bayern, Fielmann, DEPOT, or Marc O'Polo choose the SCAYLE Commerce technology as a license model.

For further information, please visit: corporate.aboutyou.de/en.

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