

Press Release

GERRY WEBER launches three new online shops and pushes ahead with digitalisation strategy

- Target group-specific structure: launch of three dedicated brand shops www.gerryweber.com, www.taifun.com and www.samoon.com for a customised approach, plus relaunch of overall marketplace www.house-of-gerryweber.com with a central shopping cart
- A milestone in the digitalisation strategy: new shops form the basis for digital development and mark an important step on the way towards the full connection of all distribution channels
- New online shopping experience: high user friendliness, up-to-date look and feel, responsive presentation on all devices

(Halle/Westphalia, 29 March 2017) GERRY WEBER International AG launches three new brand-specific online shops for GERRY WEBER, TAIFUN and SAMOON: consumers can find the three independent brand shops at www.gerryweber.com, www.taifun.com and www.samoon.com. The overall marketplace offering all GERRY WEBER core brands has been relaunched and is available at www.house-of-gerryweber.com.

All four online shops are connected to a single shopping cart, allowing consumers to switch conveniently between the individual shops. The high user friendliness and an up-to-date look and feel make for a completely new, pleasant shopping experience. The online shops are fully responsive, which means that consumers will find the perfect presentation on all devices such as desktop computers, tablet computers or smartphones.

Says Ralf Weber, CEO of GERRY WEBER International AG: “The new online shops represent the state of the art and underline our ambitions in the field of digitalisation, which is an important cornerstone of our ongoing realignment exercise. The new online shops are an important precondition for us to reach our ambitious e-commerce targets and to create a consistent customer experience across all channels. At the same time, they support our multi-brand strategy.”

The dedicated brand shops allow GERRY WEBER to present the GERRY WEBER, TAIFUN and SAMOON brands in a target group-specific manner with individualised looks in their respective style universe. The focus is on a customised and personalised approach in conjunction with a high service quality. Notwithstanding their individual looks, the shops retain the typical GERRY WEBER colours, thus offering customers a consistent shopping experience.

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Customer feedback was used in the development and the design of the new shops to achieve an improved shopping experience. Numerous new features such as the extended filter functions, more detailed navigation for the right entry and an optimised search function but also the direct presentation of the available sizes make online shopping an uncomplicated experience for the customer. Also, the source code has been revised from scratch as it facilitates the ongoing development of the shops in the future. Additional features and functions will be implemented in the coming weeks and months.

GERRY WEBER's branded online shops continue to grow. In the past financial year 2015/16, the GERRY WEBER Core online shops generated sales revenues of EUR 26.1 million, up 10.3% on the previous year.

The online shop of HALLHUBER will be updated in autumn 2017. In the long term, GERRY WEBER aims to fully connect all distribution channels for a consistent brand and shopping experience.

GERRY WEBER currently operates online shops in nine countries (Germany, Austria, Switzerland, France, Belgium, the Netherlands, Great Britain, Sweden and Poland). GERRY WEBER has operated its German online shop since 2005 and last relaunched it in 2011. GERRY WEBER International AG has earmarked a seven-figure amount for investments in the relaunch.

The online shops have been relaunched with support from superReal on the concept and design side and arvato on the technical side, with the Salesforce Commerce Cloud serving as the shop system.

Please do not hesitate to contact us for any further information.

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