

Pressemitteilung

New and improved shopping experience at hallhuber.com

HALLHUBER is presenting a fresh, exciting and modern face with its new online store, offering an emotive shopping experience.

(Halle Westphalia, 28 Feb. 2018) Since the end of February, shopping with HALLHUBER online has been an even more enjoyable experience: large product photos and a more intuitive interface appeal to customers and simplify their shopping experience. The optimised filter and search feature makes it easier for shoppers to find their favourite garment and allows them to immerse themselves in the world of HALLHUBER. Within the various categories, shoppers can perform customised searches based on occasion, colour, size and price. “The new, appealing design of the online store reflects the modernity and product affinity of HALLHUBER customers and offers them a unique shopping experience – from the comfort of their own home or wherever they are,” says Dr Astrid Jagenberg, Executive Vice President Digital at HALLHUBER.

The front-end improvements were accompanied by back-end changes: the new shop system Magento 2 offers a host of optimisations in essential areas, such as performance and usability. In particular, compatibility with mobile devices has been improved significantly with the new e-commerce system, which is even simpler to use, making mobile shopping a pleasure too.

The Munich-based creative agency YCCP was responsible for the graphic design, while the online agency TechDivision from the Bavarian town of Kolbermoor took care of technical realisation.

Ralf Weber, CEO of Gerry Weber International AG, says: *“The relaunch of the HALLHUBER online shop is another important milestone in our digitisation*

GERRY WEBER

INTERNATIONAL AG

strategy. With the new store, we are paving the way for the further successful development of the HALLHUBER online shop. We believe that e-commerce has great potential and will continue to strengthen our activities and investments in this field.”

HALLHUBER started retailing online in September 2011, initially in Germany. It started serving Austria just one year later, then added Switzerland, France, the UK and Norway over the following years. The fashion retailer now generates 10% of its total turnover online.

The GERRY WEBER Group

GERRY WEBER International AG, headquartered in Halle/Westphalia, operates on a global scale and unites five strong fashion brands under one roof: GERRY WEBER, TAIFUN, SAMOON, talkabout and HALLHUBER. Since its beginning in 1973 GERRY WEBER International AG, which is listed in the SDAX, has become one of the best known German fashion and lifestyle companies with approximately 1,247 company-managed stores and sales spaces (incl. 397 from HALLHUBER), more than 2,482 shop-in-shops and 266 franchised stores worldwide as well as brand online-shops in nine countries. With some 6,900 employees worldwide (including about 2,000 from HALLHUBER) and distribution channels in roughly 60 countries, the GERRY WEBER Group is one of the largest listed fashion companies in Germany (date: October 2017). In the financial year 2016/17 (1 November 2016 to 31 October 2017) the GERRY WEBER Group generated sales revenues of EUR 880.9 million.

PRESS CONTACT

Cornelia Brüning-Harbrecht
Head of PR | Corporate Communications
Telefon: +49 (0)5201 185-320
Mobil: +49 (0)162 104 36 64
E-Mail: cornelia.bruening-harbrecht@gerryweber.com