

Press Release

GERRY WEBER launches GR[8]FUL, the new online-only brand

GERRY WEBER International AG expands its brand portfolio. GR[8]FUL, the new digital fashion label, offers high-quality apparel in the premium segment. Starting March 2018, customers are invited to "relaxed online shopping" at www.gr8fulfashion.com.

(Halle Westphalia, 27 Feb. 2018) Just in time for the start of the spring/summer season 2018, GERRY WEBER International AG will launch a new label: GR[8]FUL is a purely digital brand positioned in the premium segment and will exclusively be offered online – on the company's website, in retail partners' e-shops for example Breuninger and Engelhorn and external platforms such as Amazon and about you.

This makes GR[8]FUL one of the first German premium brands that is exclusively available online. Each of the seven high-quality collections to be launched per year comprises 30 to 40 models. The key pieces include modern dresses and blouses as well as elegant and feminine shirts. The collection items will be dispatched in stylish and unique high-quality black cartons wrapped in gold silk paper.

The two Executive Vice Presidents of TAIFUN/SAMOON, Oliver Zaric (Product) and Bernd Brodrick (Sales), are responsible for GR[8]FUL. Together with a core team of 7 to 10 people they have developed and realised the concept of the GR[8]FUL label. The existing corporate structures form the professional framework for the new online brand.

Says Ralf Weber, CEO of GERRY WEBER International AG, who had the strategic idea of an online-only brand about one year ago: "By launching the digital premium label GR[8]FUL, we are positioning ourselves for the future and ideally complement our brand portfolio by an online-only brand and a new customer group. The aim is for our brands to use all physical and digital distribution channels, to connect them with each other and to expand our e-commerce operations. The fully automated, state-of-the-art GERRY WEBER logistic centre taken into operation in December 2015 and is considered one of the most modern of its kind in Europe, plays a central role in this context."

The benefits of an online brand include the swift response to new trends and to customers' actual requirements. The sales figures reflecting the appeal of individual trends – also referred to as *learnings* – are immediately incorporated into the product development. Moreover, trends that emerge in the market can quickly be put into practice and made available to customers.

GERRY WEBER

INTERNATIONAL AG

Retail partners offering GR[8]FUL on their online platforms as well as external platforms also benefit from the swift realisation of trends. What is more, GR[8]FUL takes care of the complete handling process, from orders to deliveries to customer service.

According to the German consumer typology, the GR[8]FUL customer forms part of the “confident” target group in the “experienced consumers” category, who are among the most affluent target groups in the German core market. The self-confident, strong women aged 40 to 55 years attach great importance to high-quality products and confidently use the digital media.

At this stage, the link www.gr8fulfashion.com takes users to the landing page, where they can register and will be informed as soon as things get started. A link to the social media channels is already in place: Facebook, Instagram and YouTube provide deeper insights into the values of GR[8]FUL: style-consciousness, femininity, relaxation and high online affinity. Moodboards, details, fabrics, mood images or videos communicate the premium statement of the online label and highlight its sophistication and love to detail.

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.

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