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## Takko Fashion is a two-time German Brand Award Winner

*The smart discounter received two awards in the discipline "Excellence in Brand Strategy and Creation" and convinced the jury with its live shopping events and the digital brand launch of its own brand ever.me.*

Telgte, 15th June 2022. The German Brand Award is the award for successful brand management in Germany. Initiated by Germany's design and brand authority and judged by a panel of experts from brand management and brand science: the award discovers, presents and honours unique brands and the minds behind them.

The Europe-wide fashion retailer Takko Fashion won two awards at this year's German Brand Award in the discipline "Excellence in Brand Strategy and Creation".

In the category "Brand Events", the smart discounter convinced the jury with its digital live shopping events. What is special about the series is that it is organised and carried out completely in-house - hosted by Takko fashion designers and supported by employee ambassadors. "With live shopping, it was possible to transport the fashion consultation from the stores to the digital during the lockdowns by COVID-19," reports Manuela Holler, Senior Director Marketing & E-Commerce at Takko Fashion. "In addition to the consistently positive customer feedback, we are very pleased about the honour from the German Brand Awards, which once again confirms our intention to continue our live shopping events."

In the category "Social Media", the digital brand launch of the ever.me private label was also awarded "Winner": On the occasion of the brand launch last year, Takko Fashion presented its womenswear spring/summer collection via a digital catwalk on IGTV in a fashion show with live character and authentic influencer content in TikTok style. In this way, the brand essence of the new label was transported into the digital space and awareness for the new collection was created. The project was developed in cooperation with the agency Elbkind Reply. Well-known influencers, digital creators and Takko Fashion brand ambassadors took part in the event. "We are very honoured to

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receive two awards and it is great feedback - both to our dedicated teams who implement the projects and to our omnichannel strategy, which allows us to be accessible to our customers via many channels," says Manuela Holler.

The German Brand Award 2022 is divided into two disciplines, with the strongest campaigns, concepts and strategies from individual disciplines being honoured in the "Excellence in Brand Strategy and Creation" discipline. The evaluation of the submitted projects is based, for example, on the criteria of independence and brand distinctiveness, differentiation from the competition as well as target group relevance. Aspects such as sustainability, degree of innovation, continuity and future viability are also taken into account.

## About Takko Fashion

Takko Fashion owns and operates almost 2,000 stores in 17 countries across Europe. In online as well as offline sales, the company offers quality fashion collections at an attractive price. As a member of the Fair Wear Foundation, the Partnership for Sustainable Textiles, and as a partner of the Better Cotton Initiative, Takko Fashion is committed to sustainable and responsible production conditions as well as more sustainable cotton production.

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