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"By your side for 40 years": Takko Fashion celebrates 40th anniversary

- ✦ The Quality Fashion Discounter Takko Fashion, founded in Germany in 1982, celebrates its 40th anniversary this year
- ✦ Takko Fashion launches cross-media anniversary campaign
- ✦ In addition to an emotional online spot, the company is advertising on- and offline with discounts for its customers
- ✦ To thank the Takko Fashion team across Europe, the fashion retailer is closing its stores early at 6 p.m. on 9 September to celebrate in a hybrid format with all its employees

26 August 2022. "By your side for 40 years" - with the latest fashion for the whole family Takko Fashion is by its customers' side during all special moments in their lives. The company now shows this in a soulful online spot. Colourful, playful and emotional: the clip, which is shared cross-medially via social media and online streaming platforms, awakens pure joy of life and fashion. The spot is available in full length on Youtube: <https://www.youtube.com/watch?v=yXd4WWiaemg>

The motto says it all: Takko Fashion is celebrating its 40th anniversary with its customers over 40 days with a mobile game in birthday look. From 26 August to 4 October, fun and great discounts are on offer.

Green accents, floral highlights, casual hoodies and cool knits - what more do you need than good vibes and cool styles? The company regularly shares outfit inspiration for the whole family on Instagram. The trends and styles can be re-shopped in the nearest store with exclusive anniversary discounts.

"A lot has happened around Takko Fashion in the past forty years, but one thing has always remained constant: since 1982, Takko Fashion has been offering the entire family the latest fashion at great value for money. With our fashion collections, we accompany our customers from an early age and now welcome their children in our stores," says CEO Tjeerd Jegen, commenting on the 40th anniversary of the fashion retailer.



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"On behalf of the entire team, I would like to thank all our customers, who we have inspired with our fashion for many years by now," adds Jegen. "Of course, a special thank you goes to the entire Takko Fashion team - for their unique team spirit, passion and commitment to fashion and our company.

To celebrate its 40th anniversary together, Takko Fashion is closing its stores across Europe early from 6 p.m. on 9 September. "On this evening, we will focus on our Takko Fashion team and invite all our colleagues to an internal hybrid event," explains Thomas Füllhaas, COO Takko Fashion.

Takko Fashion was founded in 1982 under the name Modea. After changing its name to Takko ModeMarkt (Takko Fashion since 2002), the fashion company from Germany began its Europe-wide expansion in 2000. Today, Takko Fashion operates a total of almost 2,000 discount shops in 17 European countries and employs around 18,000 people.

About Takko Fashion

Takko Fashion owns and operates almost 2,000 stores in 17 countries across Europe. 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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