

# PRESS RELEASE

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## Michelle Hunziker will be the face of Takko Fashion's autumn/winter campaign

**The Quality Fashion Discounter invests in its brand, product range, customer experience and expansion**

**Telgte, 7 September 2026.** Takko Fashion is launching one of the most high-profile marketing campaigns in its corporate history and has signed up the entertainer, moderator and entrepreneur Michelle Hunziker as the face of its Autumn/Winter 2026 campaign. Through this collaboration, the quality fashion discounter is underlining its commitment to offering modern collections for the whole family at attractive prices and further strengthening its position as a key fashion retailer in the European fashion market.

The campaign forms part of Takko Fashion's long-term corporate strategy. Whilst the company is continuously expanding its presence in Europe and further developing the shopping experience both online and offline, its product range has also been consistently refined. Trend-driven collections, greater fashion relevance and a modern store concept are intended to help attract new customer groups and further enhance the brand's appeal.

With 2,000 stores across 17 European countries – the largest scale of expansion since 2019 – as well as extensive investment in store modernisation, digitalisation and customer loyalty, Takko Fashion is pursuing the goal of further strengthening its position as a leading quality fashion discounter. In doing so, the company is investing equally in growth, profitability and the brand experience.

**Martino Pessina, CEO of Takko Fashion:** "The collaboration with Michelle Hunziker marks an important milestone in the further development of our brand. We are making targeted investments in our product range, our store network, digital customer loyalty and a modern shopping experience. At the same time, we are strengthening our brand expertise and showcasing this through our new autumn/winter campaign. Michelle Hunziker embodies European charisma, authenticity and a modern sense of style. She helps us to demonstrate what Takko Fashion stands for: we are a quality fashion discounter that makes high-quality, fashionable looks accessible to the whole family. The campaign is therefore not merely a communication initiative, but an expression of our long-term strategy to consistently develop and strengthen the Takko Fashion brand."

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The campaign will be rolled out in Germany, Austria and the Netherlands via digital channels, social media, print and at the point of sale in Takko stores. In Germany, the campaign will also be supported by a TV campaign. It forms part of a long-term expansion of Takko Fashion's brand communication.

**Michelle Hunziker:** "I love looks that are modern, easy to mix and match, and make you feel comfortable. With my six favourite outfits from the Takko campaign, I want to inspire women to discover their own style – regardless of their budget."

The choice of Michelle Hunziker as the face of the campaign is intended to support the brand's strategic development. With her curated looks from the current autumn/winter collection, she embodies a modern, positive and universally appealing style that underlines the further development of the assortment. The campaign thus illustrates how Takko Fashion has evolved in recent years: from a classic low-price retailer to a modern quality fashion discounter with a distinct fashion identity.

## About Takko Fashion

Takko Fashion is a leading quality fashion discounter offering fashion for the whole family at affordable prices – from everyday wear to the latest fashion trends. In the 2025/2026 financial year, Takko Fashion generated a turnover of 1.3 billion euros. The company operates 2,000 stores in 17 European countries and employs 18,000 staff across Europe. The company was founded in 1982 and is headquartered in Telgte, Germany. Further information can be found at [company.takko.com](https://company.takko.com).

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