

PRESS RELEASE

Takko Fashion launches #feelyellow autumn/winter campaign

- ✦ Takko Fashion runs its new #feelyellow autumn/winter campaign until 26 October
- ✦ The campaign interprets the fashion company's newly developed purpose-driven brand strategy in a modern way and conveys the Takko Fashion brand values in combination with the brand colour yellow
- ✦ With the new campaign, Takko Fashion relies on a broad media mix including TV spots as well as international adaptation

Telgte, 29.08.2023. With its new autumn/winter campaign, quality discounter Takko Fashion is showing its colours: brand values such as value for money, quality, diversity and body positivity as well as sustainability are conveyed under #feelyellow. "With the #feelyellow campaign, we are showing what yellow and the Takko Fashion brand stand for: Feelgood fashion that fits into your life - that means good quality and current trends for the whole family from responsible production at a great price," explains Manuela Holler, Senior Director Marketing & E-Commerce at Takko Fashion. "With #feelyellow we describe the feeling of not having to compromise between trends, price or sustainable materials while shopping in our stores or online shop." In the new [campaign film](#), for example, the fashion company advertises clothes for children made of sustainable tree wool from Better Cotton.

Yellow is getting greener - As a quality fashion discounter, Takko Fashion pursues the goal of offering sustainable trends that everyone can afford. The first steps towards this goal have been taken. In its recently published [sustainability report](#), the company reports on its ESG activities: 55% sustainable cotton via Better Cotton, twelve years of cooperation with the Fair Wear Foundation, member of the Partnership for Sustainable Textiles and signatory of the International Accord. In addition, the fashion discounter has set itself ambitious goals such as reducing its carbon footprint and increasing the use of sustainable and recycled materials.

Yellow stands for feel-good shopping - The marketing strategy of the fashion retailer also includes strengthening the feel-good shopping experience. At the end of last year, the company gave its online shop a new, more modern look and began to internationalise its online business. This year, the online shop has already been opened for Austria. The Netherlands, France, the Czech Republic and Slovakia will follow.

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At the same time, the company is modernising its stores with a new store design: the use of modern pendant lights, light colours and wooden elements in the store create a warm and friendly ambience. In addition, the central entrance statement with the latest fashion collection as well as other smaller statements at various places in the store inspire customers to shop. The bright changing rooms and newly designed lounge corners invite customers to linger in the stores. About 50 stores have already been converted to the new store design. More than 200 refits are planned for this year and next.

"The aim of our #feelyellow campaign is to create a stronger association with our brand values and to reach the relevant set of a broader target group by increasing brand awareness. With #feelyellow we want to convey an attitude towards life: Fashion that fits you - in many different sizes, easily accessible through on- and offline shopping and affordable for all thanks to low prices," says Holler.

The #feelyellow campaign messages, videos and visuals can be discovered at the point of sale as well as online until the end of October and will be integrated into all content formats for the fashion company's country markets. In addition to print and audio advertising, the fashion company is also running TV spots in Germany. The brand strategy and campaign were developed together with the agency Serviceplan Cologne.

About Takko Fashion

Takko Fashion owns and operates almost 2,000 quality discount 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 improving cotton farming globally.

Media contact

Christina Scholz

Takko Fashion

Email: presse@takko.de

Phone: +49 2504 923 564

