

PRESSINFORMATION

Takko Fashion launches online shop with a new look

- ✦ Online shop with modern design and optimized storytelling offers varied fashion inspiration for customers
- ✦ International rollout of the online shop starts in 2023
- ✦ Relaunch of the shop supports the omnichannel strategy of the quality fashion discounter with a strong link between online and offline business

Telgte, 12.12.2022. Takko Fashion recently relaunched its online shop in a new style and an improved user experience. With its new look, the online shop provides lots of fashion inspiration with strong imagery and video content. "With the new design of our online shop, we are focusing on personalized storytelling: our customers can find current trends and outfit inspirations according to their preferences. In addition, we have clearly geared the online shopping experience to "mobile first", as 90 percent of our customers already place their online orders via smartphone or tablet," explains Manuela Holler, Senior Director Marketing & E-Commerce at Takko Fashion.

The online shop is an essential element in the fashion retailer's omnichannel strategy. By using "click & collect" and the Takko Friends app introduced at the beginning of the year, Takko Fashion creates a close link between online and offline business. "The link between the online shop and our retail stores has been very well appreciated. Many of our customers take advantage of the free shipping of their online order to one of our local stores. In the store, they can pay for their order, try it on and return if necessary. And around 20 percent of our customers are inspired to make additional purchases when they pick up their online order in the store," says Tjeerd Jegen, CEO Takko Fashion. The return of online orders is also free of charge when the parcels are returned in the stores. All in all, thanks to click & collect, the company can process the dispatch of online orders more efficiently and thus with greater savings in resources.

The customer loyalty program Takko Friends is another link between online and offline sale: points collected via the app and individual coupons can be



PRESSINFORMATION

redeemed both in the online shop and in the stores. "Thanks to our omnichannel concept with our online shop, a dense network of stores, the Takko Friends app and our presence on all important social media channels, we are available to our customers around the clock and offer a true feel-good shopping experience," adds Jegen.

Takko Fashion's online shop at takko.de was launched in 2016 - initially for customers from Germany. At the same time, the fashion discounters store network has grown strongly across Europe in recent years. "From 2023, we will take the next logical step and also offer online shopping to our customers outside Germany. Initially, we will start next year in Austria, France, the Netherlands, the Czech Republic and Slovakia," says Jegen.

In its online shop, Takko Fashion offers the whole fashion assortment from women's, men's and children's collections to plus-size fashion for women and accessories. In addition to varied fashion inspirations, customers can find fitting guides and regular live shopping events.

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.

Media contact:

Christina Scholz

Takko Fashion

Email: presse@takko.de

Phone: +49 2504 923 564

