

# PRESSINFORMATION

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## **It-Pieces, anniversary looks and shopping fun: Takko Fashion presents "Mystery Challenge" on Instagram**

*On the occasion of its 40th anniversary, the quality discounter Takko Fashion is hosting an exciting shopping challenge on its Instagram channel.*

Telgte, 19th September 2022. Four teams, four mystery boxes and 40 minutes for a very special challenge: "Create an anniversary look around a secret It-piece". On the occasion of its 40th anniversary, Takko Fashion is casting four different shopping teams for a new social media format: the Mystery Challenge. Four candidates, each with a companion, compete against each other in a multi-part Instagram series at the Takko Fashion store in Bad Essen.

At the beginning of the challenge, the candidates choose one of four secret shopping boxes. The task is to create an anniversary look around the trend piece contained in the box in 20 minutes of shopping time. In the last 20 minutes of the challenge, the candidates will receive professional hair and make-up styling.

In addition to blogger and mother-of-three Janina Westphal, model and former GNTM contestant Chanel Silberberg and Takko fashion expert Lea Hansel will also be in the jury. After the broadcast of all the team challenges, the Takko Fashion community can also take part in an Instagram voting and choose their favourite.

"With the Mystery Challenge, we offer the participants an unforgettable shopping experience in one of our modernised Takko Fashion stores," says Manuela Holler, Director Marketing and E-Commerce at Takko Fashion. "With the broadcast via Instagram, we are using a digital medium to focus on shopping in the stationary core business. The Mystery Challenge is a prime example of our omnichannel approach."

The challenge can be seen on the fashion retailer's Instagram fashion channel from 19 to 24 September from 7:30pm daily. The shopping team with the most points will be announced via Instagram and can look forward to a new outfit and prize money of 1,000 euros.

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## 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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