

Zalando wins European E-commerce Award for Best Cross-Border Webshop

Berlin, 13th June 2012. Zalando was awarded gold at the 2012 European E-commerce Awards in Barcelona. The award ceremony was part of the Global E-commerce Summit, an annual conference that plays host to online traders, businesses and E-commerce experts from all over the world. This year saw Europe's largest online shoe and fashion shop take first prize as the "Best Cross-Border Webshop" ahead of fellow nominees H&M, ASOS and Amazon.

The international panel commented on their decision by stating: "Zalando makes the customers in their target markets feel they are shopping with a local brand. They research very well and adapt to the markets from many perspectives, including payment, distribution and marketing. The branding performance is extraordinary. Additionally, they have a great sense of entrepreneurship and showed great determination when entering new markets. This shows a strong cross-border dedication and makes Zalando the winner of the 2012 edition of the 'Best Cross-Border Webshop of Europe' Award."

"We are delighted to have won the 'Best Cross-Border Webshop' in the European E-commerce Awards. After having received so much positive feedback from customers all over Europe, we are proud to have been honoured by some of the best in the international E-commerce industry," said founder and Managing Director of Zalando, Robert Gentz.

Achieving 95 percent brand awareness in just two years, the past year has seen Zalando rise to become Germany's (their domestic market) number one online fashion retailer by a fair margin. Zalando is currently the second most popular brand in Germany, just behind Volkswagen. Over the coming months, Zalando is looking to extend their extensive range of over 100,000 products and 1,300 brands, while of course keeping their free delivery and returns service. Following on from their success in Germany, Austria, Switzerland, the Netherlands, France, the UK, Italy, Sweden, Belgium and Spain, Zalando will be launched in Finland, Denmark and Poland this month.

For further enquiries please contact us on +49 (0) 30 2000 88 513.

About Zalando

Zalando (www.zalando.co.uk) is Europe's leading online retailer for shoes and fashion. Their extensive selection for women, men and children ranges from popular high street brands to sought-after designer labels from over 1000 different international brands. Exclusive accessories, beauty essentials and sportswear make up Zalando's wide range of products. A key element of Zalando's success is their combination of unique services: free delivery and returns, a free service hotline and a 30 day returns policy make online shopping at Zalando an easy and secure shopping experience. With their own [Fashion Blog](#), [Facebook](#) and [Twitter](#) accounts, Zalando provides customers with current fashion trends, product updates and news about the company. The company was founded in 2008 by Robert Gentz and David Schneider, and its headquarters are located in Berlin. Following its large success in the German market, Zalando now caters to neighboring European countries, starting with Austria in 2009 and the Netherlands and France in 2010. In 2011, expansion to Italy, Great Britain and Switzerland followed. Zalando was launched in Sweden and Belgium in early 2012.

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