

Zalando launches Partner Programme in the UK

Zalando has launched its Partner Programme in the UK, working together with retailers and brands and giving them the possibility to display and sell their products on the Zalando platform. The Partner Programme, which has already had a successful launch in several markets, gives Zalando customers access to an even wider range of goods and improved availability.

Berlin, 27th January 2015. The Partner Programme is already live in Germany, the Netherlands, Belgium, France, Switzerland, Italy, Luxemburg and Austria, with more than 170 brands, and has now been launched in the UK. Partners are chosen in line with Zalando's high standards of quality and are checked against a set of strict criteria such as product quality and relevance of assortment, ability to match the Zalando customer offer (free delivery and free returns within 100 days) and capacity to match our quality standards in terms of logistics, delivery, product presentation and other relevant aspects.

“The focus is always on the consumer. We aim to increase local relevance by attracting more brands from the UK, whilst at the same time maintaining our high standards to create the best shopping experience for our customers” explains Robert Schütze, Country Manager for the UK at Zalando. “The first partner has just been launched in the UK and we want to continue working with more brands and retailers who fit our portfolio, fulfil our standards and bring something new to the Zalando website”.

For brands and retailer, this represents the opportunity to reach the broad Zalando customer base and to benefit from the recognised e-commerce expertise of Europe's leading online retailer for shoes and fashion.

Zalando takes care of everything apart from the logistics side of things, i.e. handling the ordering and payment processes, returns and customer care. Partners are responsible for shipping to the customer.

Brands and retailers who are interested can find out more here: <https://www.zalando.co.uk/partner-programme/>

About Zalando

Zalando (<https://corporate.zalando.com>) is a leading pure-play online fashion destination in Europe for women, men and children. We offer our customers a one-stop, convenient shopping experience with an extensive selection of fashion articles including shoes, apparel and accessories, with free delivery and returns. Our assortment of over 1,500 international brands ranges from popular global brands, fast fashion and local brands, and is complemented by our private label products. Our localized offering addresses the distinct preferences of our customers in each of the 15 European markets we serve: Austria, Belgium, Denmark, Finland, France, Germany, Italy, Luxembourg, the Netherlands, Norway, Spain, Sweden, Switzerland, Poland and the United Kingdom. Our logistics network with three centrally located fulfillment centers in Germany allows us to efficiently serve our customers throughout Europe. We believe that our integration of fashion, operations and online technology give us the capability to deliver a compelling value proposition to both our customers and fashion brand partners.

Zalando's websites attract more than 100 million visits per month with 43% coming from mobile devices during the third quarter 2014, resulting in 14.1 million active customers by the end of the quarter. After six years of operations, our business has grown to €2.1 billion in revenue for the twelve-month period ended September 30th, 2014.

Contact

Matteo Bovio
Corporate Communications
Tel.: +49 (0)30 20008 - 8512
E-Mail: matteo.bovio@zalando.it

Zalando SE

Registered at Amtsgericht Charlottenburg Berlin, HRB 158855 B
VAT-ID: DE 260543043 Tax Number: 29/560/00596
Management Board: Robert Gentz, David Schneider, Rubin Ritter
Chairperson of the Supervisory Board: Cristina Stenbeck

