

ZALANDO LAUNCHES DIGITAL MAGAZINE „ALL ABOUT Z: THE SEPTEMBER ISSUE“

BERLIN, SEPTEMBER 06, 2016 // The digital magazine [„All about Z: The September Issue“](#) allows for a look behind the scenes of Europe’s leading online platform for fashion.

Within the magazine a range of innovative projects and ideas, that Zalando is currently working on are presented. The topics vary from fashion, to logistics and tech, to marketing. Just like the September issues of the leading fashion magazines, the Zalando magazine „All about Z: The September Issue“ presents upcoming industry trends and developments.

Rubin Ritter, member of the Management Board: “Taking risks and pushing boundaries has been our philosophy from the very beginning. In “All About Z” we have pulled together innovative ideas and projects that will excite our customers and add value to our brands. As an ever evolving company, we wanted to showcase our non-stop innovations, creativity and hard work.”

Among others “All about Z” presents [“Muze”](#) a project on artificial intelligence and fashion. For this fashion experiment Zalando and zLabels have teamed up with Google to use machine learning to create virtual fashion designs. A special design engine was developed and trained to translate answers and creative inputs into 3D virtual fashion designs. Project “Muze” was presented for the first time during the Bread&Butter trend show which took place in Berlin from September 2 – 4. In “All about Z” two experts from the Zalando research team discuss how artificial intelligence will impact fashion in the future.

Additionally the magazine features a multimedia special on the construction [plans for the Zalando Campus in Berlin](#). In 2018, when Zalando will celebrate its 10th birthday, the Zalando Campus will be ready to offer up to 5,000 employees a flexible and open working space that does not only reflect Zalando’s Corporate Culture but also helps the online platform to further lead the way of how companies work in the future. Construction will start on September 6, 2016.

Other topics include: Zalando employees present fashion trends from their markets, a payments quiz and exclusive tips regarding the must haves for the upcoming season.

The magazine can be accessed at [„All about Z: The September Issue“](#).

NOTES TO EDITORS

Zalando (<https://corporate.zalando.com>) is Europe's leading online fashion platform 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 shops attract over 160 million visits per month. In the second quarter of 2016, around 65 per cent of traffic came from mobile devices, resulting in 18.8 million active customers by the end of the quarter.

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