

**UNDER EMBARGO UNTIL 31.03.2016 - 6.15PM (CET)**

## **IVY PARK AVAILABLE AT ZALANDO ACROSS EUROPE**

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**BERLIN, 31<sup>ST</sup> MARCH 2016** // Always on the lookout to bring the best in fashion wherever you are, Zalando being the premier partner of Ivy Park launches the brand online across Europe. Ivy Park is Beyoncé's new activewear collection for women, arriving online 14 April 2016.



**Image credits: Beyoncé Knowles © IVY PARK**

The new-to-market activewear collection is for everyone who loves to stay in shape and in fashion. Zalando delivers your active style to your doorstep with Ivy Park pieces, including fitted tank tops (20 Euros) and a reflective jacket (160 Euros). The brand Ivy Park is equally owned by Topshop and Parkwood Athletic, with Sir Philip Green and Beyoncé assuming the roles of business owners and co-founders.

“We are extremely excited to collaborate with Ivy Park for Europe. Together with Ivy Park, Zalando makes this new activewear available to everyone across Europe. The collection for both on and off the field embodies the vision of empowerment, strength and wellbeing for all women, wherever they are,” explains Carsten Hendrich, VP Brand Marketing Zalando.

The Ivy Park collaboration follows in the footsteps of TOPSHOP @ Zalando *Wherever You Are* (SS15) featuring Cara Delevingne. With athleisure promising to be such an important trend this year, Zalando kicked off Spring/Summer 2016 with the *Fashion x Sport* campaign starring Anna Ewers. As the premier partner of Ivy Park, Zalando supports the new venture with an exclusive

campaign where consumers are invited to share their park via #MyPark on social media and its digital hub. The launch of Ivy Park 14 April 2016 further establishes Zalando as a true sports fashion destination. More information will be available soon on [www.zalando.com](http://www.zalando.com)

#MyPark

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#### ABOUT ZALANDO

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 135 million visits per month. In the fourth quarter of 2015, around 60 per cent of traffic came from mobile devices, resulting in close to 17.9 million active customers by the end of the quarter.

#### ABOUT IVY PARK

Ivy Park is a partnership between Beyonce and Sir Phillip Green (Arcadia Group) launching spring 2016. The joint venture is equally owned by Topshop and Parkwood Athletic, with Sir Philip and Beyoncé assuming the roles of business owners and co-founders. The partnership is designed and managed by a newly created stand-alone team in London. Ivy Park will look to establish itself as a global market leader in activewear, clothes that are appropriate for both athletic or leisure activity and the fastest growing sector in the womenswear market today.

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