

ANNA EWERS FACES ZALANDO'S SS16 CAMPAIGN

BERLIN, 17 FEBRUARY 2016// This is the season that fashion meets sport. Activewear being styled as daily wear is more than just a trend; it's a lifestyle. With the launch of its global Spring/Summer 2016 campaign, Zalando inspires everyone to play with fashion in a year of sport and to live a more active way of life every day. The campaign, shot by Gordon von Steiner, features one of the most influential models of the moment, Anna Ewers.



Talents from left to right: iDance Mikey, Anna Ewers, Lil Phoenix

The energetic setup of an internationally known model alongside a group of extraordinary dancers drives energy, fun and action. It presents the many different styles that Zalando has to offer, from fashion to activewear and demonstrates that we are true to sports. Anna Ewers - who was voted model of the year by the industry on models.com - playfully interacts with the extremely talented dancers, Lil Phoenix and iDance Mikey, after activating a play button in the shape of the Zalando logo. With athleisure promising to be such an important trend this year, the Spring/Summer 2016 campaign further establishes Zalando as sports fashion destination.

“We are witnessing a big shift in fashion, with sport weaving itself into fashion. Together with campaign director Gordon von Steiner we tried to capture the fun of fashion meeting sport. The campaign shows active styles that embrace all aspects of daily life, activities and interests. And you can find all of these styles at Zalando,” explains Carsten Hendrich, VP Brand Marketing Zalando.

With its encouraging and uplifting message ‘*Get your active style for spring*’, the Spring/Summer 2016 campaign is in line with previous campaigns *Are You Ready?* And *Topshop @ Zalando Campaign Wherever You Are* in 2015. All three commercials are directed by Gordon von Steiner and are set in the white abstract box which functions as a metaphor for Zalando’s packaging, offering a wide range of fashion with free shipping and free returns. The campaign will launch on the 21st in the Netherlands and Belgium, followed by all other Zalando markets in the coming weeks. The campaign will be further promoted across global platforms including outdoor, print advertising, as well as a specially designed Zalando box. For further information, please visit Zalando.com.

[#zalandostyle](https://www.zalando.com/#zalandostyle)

NOTES TO EDITORS

Campaign Credits:

Concept & Art Direction: Zalando

Creative Director: Chang Lin

Film Director: Gordon von Steiner

Music Composer: Claus Capek, Jan Krouzilek, Stephan Moritz

Styling Julia von Boehm

Production Bakery Films Filmproduktion GmbH

Post Production Slaughter House GmbH

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 131 million visits per month. In the third quarter of 2015, around 59 per cent of traffic came from mobile devices, resulting in close to 17.2 million active customers by the end of the quarter.

CONTACT ZALANDO

Jolanda Smit

Head of Global PR

jolanda.smit@zalando.de

+49 176 12759223