

01.7 HIGHLIGHTS 2016

JAN

ZALANDO APP RELAUNCH

The revised Zalando app for iOS and Android creates an even stronger connection between user-friendliness, inspiration, and entertainment. The new design focuses on a simple, attractive and, above all, mobile-specific shopping experience. Exclusive features such as videos, editorial content, and scrollable look-books for the fashion brands take the user experience with the redesigned Zalando app far beyond the simple search for products.



MAY

WELCOME TO ZALANDO PLATFORM

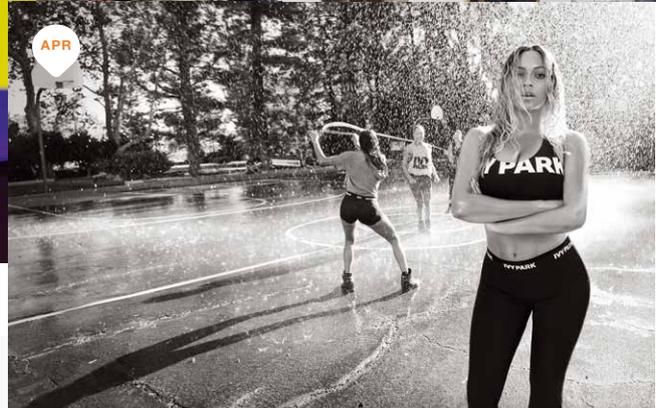
This is the theme of the annual general meeting for Zalando shareholders and representatives of shareholders' associations that takes place at Umspannwerk Alexanderplatz in the heart of Berlin on May 31. Jørgen Madsen Lindemann is elected as a new member of the Supervisory Board. Lothar Lanz is chosen as the new chairman of the Supervisory Board, and Kai-Uwe Ricke is named the new chairman of the audit committee.



MAR

HELLO FESTIVAL

The Hello Festival that takes place between March 18 and March 20, 2016, in the Arena Berlin, is dedicated to the sustainable integration of refugees into society. Spanning three days, it offers a varied program that focuses on information, involvement and encounters, presents solutions that have proven successful on the international stage, and brings together people from all over the world in Berlin.



APR

IVY PARK COLLECTION

Zalando starts distributing Beyoncé's active-wear brand Ivy Park as a leading partner on April 14. This involves an exclusive TV spot that was individualized for different European markets, as well as further comprehensive roll-out activities. Zalando has created a digital hub and asks fans to share the place where they feel strong and confident, using the hashtag #MYPARK. The independent brand Ivy Park by Beyoncé and Sir Philip Green complements Zalando's spring/summer campaign "Fashion x Sport".

JUN

START OF TEST PILOT FOR OFFLINE CONNECTION

In June, Zalando integrates the first brick-and-mortar store of an international brand partner in its platform – the adidas Performance Store on Tauentzienstrasse in Berlin. Products from the store are available via Zalando for the first time and can be delivered to customers in Berlin within a few hours. For Zalando, this strategic partnership marks the next step on the way to integrated commerce, which satisfies the increasing demands of online and mobile-oriented customers.



AUG

TEST OPERATION STARTED IN LAHR

On August 9, the first parcel makes its way from the fulfillment center in Lahr to one of almost 20 million Zalando customers in Europe. Construction of Zalando’s fourth fulfillment location in Germany, which will span a total of 130,000 square meters, has been in progress on the former airport grounds since October 2015. The first construction stage was completed in July 2016, and for the moment, a small team is using the site for adjusting processes and training new employees.



SEPT



SEPT

BREAD&BUTTER

Zalando reinvents Bread&Butter and turns the former trade show into a trend show for all those who love fashion, music, and good food. The theme of the first Bread&Butter by Zalando that takes place on the premises of the Arena in Berlin from September 2 to September 4 is “NOW”. The event brings together the hottest brands and live acts and is followed live on social media by 6.9 million fans.

NOV

GROUNDBREAKING CEREMONY IN POLAND

In order to provide even better service to customers all over Europe in the future, Zalando is further expanding its international logistics network. On November 18, we lay the symbolic foundation stone for the new fulfillment center in Gryfino, near Szczecin, together with our local logistics service provider Fiege and numerous politicians and guests from the region.



DEC

HACK WEEK

Between December 19 and December 22, more than 1,600 Zalando technology employees work on their own ideas and projects in Berlin, Dortmund, Dublin and Helsinki. It is the perfect platform for developing prototypes and experimenting with new technologies. The best projects are awarded prizes in ten categories, including for the best innovation and the improvement of corporate responsibility.