

MYBESTBRANDS presents Saint Laurent Online Shop exclusively in Germany

As of now, Luxuswelt, the luxury world from MYBESTBRANDS, is proud to present the Saint Laurent Online Shop, exclusively for Germany. The website's visitors can be inspired by the latest collections, and with a single click go directly to the Saint Laurent shop. This partnership is currently unique on the German market, and strengthens MYBESTBRANDS' position in the luxury segment.

Munich, 25 July 2017 – Saint Laurent is the latest addition to [Luxuswelt](#) – a stand-alone and rapidly growing section on MYBESTBRANDS, where the latest collections exclusively from luxury monobrand stores are presented. Luxuswelt currently plays host to brands such as Valentino, Gucci, Burberry, Brunello Cucinelli and Balenciaga.

Michaela Erlmeier, Vice President Luxury, is particularly pleased with the new addition: "The exclusive partnership with Saint Laurent in Germany is an important step of the expansion of our Luxuswelt, the world of luxury. Aside from Saint Laurent, we have so far succeeded in winning the trust, exclusively for Germany, of Dolce & Gabbana, Moncler, Jil Sander and Temperley London, for whom we acquire valuable new clients, and whose collections make the product selection at MYBESTBRANDS so unique."

Luxuswelt was launched at the start of 2016, and works on the principle of a brick-and-mortar luxury shopping mall, where all the brands are brought together under one roof but are spatially and architecturally separated. And, in a similar way to brick-and-mortar businesses, the online stores benefit from an increase in frequency and quality of traffic. At the same time, the monobrand structure retains the powerful market profiling of the luxury brands.

The brands integrated into Luxuswelt acquire an independent online presence and a sales environment tailored to them exclusively. This arrangement allows them not only to showcase their latest collections and boost sales from their online store, but also to create brand awareness.

About MYBESTBRANDS

MYBESTBRANDS was founded in 2008 as a colourful market place. Since 2013 that focus has been exclusively on the fashion sector, presenting the best from fashion and lifestyle from the top 100 online shops. With more than 5,000 designer labels from shops such as Net-a-Porter, Luisaviaroma, Stylebop and About You, as well as brand shops from GUCCI, Tommy Hilfiger, Michael Kors, Jimmy Choo, and many others, MYBESTBRANDS has established itself as the first choice for shopping sprees in the premium and luxury segment. The MYBESTBRANDS App has over two million downloads, with a mobile traffic share of 75%. In 2016 MYBESTBRANDS was able to secure a gross mer-

chandise volume (GMV) of around 100 million EUR, and today MYBESTBRANDS is Germany's leading fashion mall on the Internet for the premium and luxury fashion sector. In future, this position will be strengthened even more with the new shareholder SIGNA and their strong brands, such as the The KaDeWe Group and La Rinascente.

More at: www.MYBESTBRANDS.de

About SIGNA Retail

The SIGNA Retail Group brings together under one roof the four independent commercial platforms, SIGNA Department Store Group, SIGNA Premium Group, SIGNA Sports Group, and the SIGNA Food & Restaurants Group. Each of these platforms holds a leading position in its segment in the German retail sector, as well as in retail in the rest of Europe too. In the German sports and luxury goods sector, SIGNA Retail is already by far the largest trading company in Germany, and in the "Top Five" in Europe. More than 125 locations in the best inner city positions, and 70 online shops in 18 countries, all contribute to the strong and sustained growth of the SIGNA Retail Group in Europe. The focus is on the consistent further development of the omni-channel strategies of the individual commercial and marketing platforms. The SIGNA Retail Group presently employs some 20,000 people, achieving a group-wide turnover of more than 3.8 billion EUR annually.

More at: www.SIGNA.at

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