



## Press Release

Hamburg, 02. March 2015

### **A new logo and a new face – OTTO strengthens its digital brand leadership**

**The single company OTTO is updating the visual presence of its brand. From now on, Germany's largest online B2C retailer for fashion and lifestyle is appearing with a new logo. The further development of the OTTO logo reemphasizes the importance of digital brand leadership to the online retailer. At the same time, OTTO is introducing German top model Julia Stegner as its latest online presenter.**

The new OTTO logo is a logical further development that has been specially optimised for deployment in digital media. The new form of the logo fits every screen independently of the end device, and is crisp and clear in any resolution. Ten years after the last change, the former OTTO corporate colour is being given a new, higher value radiance – and from now on a harmonised corporate design and a progressive reworking of the brand visuals will additionally emphasize the brand's values of modernity, fashion and femininity.

“Today OTTO generates over 85 per cent of its revenue online. By updating our logo we are giving confident expression to our market positioning as an adaptable e-commerce company, and meeting the visual image requirements of a forward-looking online retailer”, explains Marc Opelt, Member of the OTTO Management Board, Sales. “This modernisation satisfies our demands for a uniform brand image – whether on a smartphone, tablet or laptop, the new logo is optimised for all end-devices and is therefore the key for recognition of OTTO as a digital company.”

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Supervisory Board: Dr Michael Otto (Chairman)

The Hamburg-based ErlerSkibbeTönsmann agency for design and brand communication is responsible for reworking the logo and the corporate design. From now on, customers can find the new logo at otto.de. With regard to printed material, on the other hand, the single company OTTO is acting in line with its sustainable business philosophy and introducing the new OTTO logo step by step. Any existing office materials such as visiting cards, letter-headed paper and envelopes will first be used up before being replaced with new materials.

With top model Julia Stegner, OTTO's digital brand offensive has acquired a new, high-profile face. As an online presenter the 30-year-old Munich-born Ms Stegner is ushering in the start of the OTTO 2015 Spring/Summer fashion season, appearing as ambassador for the OTTO brand across otto.de and the social networks. "Julia Stegner is one of the most important German models, known for her confidently stylish appearance in fashionable outfits. As a modern woman and young mother, she embodies OTTO's focus as an online retailer of fashion and lifestyle. Together with her we will help bring the OTTO brand alive for our customers in the digital world. Our customers will be keen to know what surprises are in store for them", says Marc Opelt.

According to Vogue, Julia Stegner is "the new Miss Wonderful after Claudia Schiffer" and was chosen as the Best Dressed Woman in Germany by Vanity Fair magazine. She worked regularly for the Victoria's Secret fashion shows from 2005 to 2011, married the Australian photographer Benny Horne in spring 2014 and gave birth to their daughter in May that year. Julia Stegner is OTTO's third female online presenter, following Palina Rojinski and celebrity fashion couple Olivia Palermo and Johannes Huebl.

*Further information about TOPIC is available at [www.otto.de/unternehmen](http://www.otto.de/unternehmen).*

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