



Press Release

Hamburg, 01 December 2016

Guido Maria Kretschmer designs and develops first own interiors line for OTTO

Following the successful launch of the cooperation between Germany's leading online retailer OTTO and Guido Maria Kretschmer, the collaboration is set to enter its second phase right away. Cult designer and 'Shopping Queen' jury member Kretschmer is designing his own interior furnishings collection exclusively for OTTO, which is marketed as a licenced brand under his own name.

OTTO's long-term Living assortment cooperation with Germany's favourite designer already went live on otto.de in May 2016 and has since been progressively expanded and developed further. In the first phase Kretschmer curated on-trend themed product collections and presented these exclusively for OTTO. During this period Guido Maria Kretschmer's expertise was more in demand than ever: his tips and recommendations helped customers explore differing new style directions based on his themed collections of existing OTTO products.

"We have benefited from Guido Maria Kretschmer's unique perspective in the very first months of our collaboration, and have introduced our customers to the themed collections in the OTTO Living assortment in a targeted way. His categorisations and recommendations mean our customers receive personal advice from the designer, creating a unique shopping experience for them", says Dr Michael Heller, Member of the OTTO Management Board, Categories and Deputy Spokesman OTTO.

The cooperation is now entering its second phase – and for this, Kretschmer has created and developed the three themed product collections 'Naturals', 'Elegant' and 'Modern' on his own. In the Interior Furnishings segment, proportions and space to develop a language of form

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local court of Hamburg, HR A 62 024, General Partner: Verwaltungsgesellschaft Otto mbH, Hamburg, local court of Hamburg, HR B 13 762 represented by: Alexander Birken (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Dr Marcus Ackermann • Neela Montgomery • Petra Scharner-Wolff • Hanjo Schneider • Dr Winfried Zimmermann

Members of the OTTO Management Board: Marc Opelt (Spokesman) • Dr Michael Heller (Deputy Spokesman) • Dr Michael Müller-Wünsch • Katy Roewer (special proxy holders)

Supervisory Board: Dr Michael Otto (Chairman)

play an even more important role than in fashion. Kretschmer has once again demonstrated his command of clear design language and specialist expertise with all three new lines. Twelve campaigns are planned to showcase the differing stylistic directions.

Guido Maria Kretschmer is thoroughly enjoying the collaboration: "I associate my very first memories of a catalogue with OTTO. All those possibilities, the sheer diversity of colour, price variations and the company's reputation for reliability were key factors in my decision to enter into this cooperation. I've been a member of the big 'OTTO family' for a few months now, and I'm just blown away by the whole team!"

Further information is available at www.otto.de/unternehmen/en.

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