

Zalando launches its shopping community, Zalando Lounge, in the UK

Berlin, 19th August 2014. Zalando just launched its shopping community, Zalando Lounge, in the UK. Through the new website all customers from the UK will have access to discounts up to 75% on over 2,500 exclusive brands and lifestyle labels, on a variety of products ranging from shoes and apparel for women, men and children to accessories, sporting equipment and lingerie.



Zalando Lounge has been successfully launched in Germany, Austria, France, Netherlands, Belgium, Finland, Denmark, Sweden, and Switzerland, with millions of users already registered to this day. The platform has been now launched in the UK as well, and customers will be able to benefit from unique discounts on a wide selection of exclusive brands through the shopping community www.zalando-lounge.co.uk.

With over 2,500 brands available, Zalando Lounge offers several promotions on a daily basis, making it an attractive destination for a wide audience. Every day users can find 3 to 5 new promotions which are available for a limited time and while stocks last. Compared to the original retail price, products can be discounted up to 75%.

“Zalando already offers the widest assortment of in-season fashion products, with a unique service that combines a 100-day return policy with free delivery and returns. Zalando Lounge now

completes the offer for our British customers, giving them the opportunity of shopping exclusive brands with highly reduced prices,” explains Martin Rost, VP Zalando Lounge. “While we will keep our focus on offering the latest trends and products on the Zalando shop, we will also give our customers the chance to access the exclusive and unique promotions only available at Zalando Lounge.”

All Zalando customers can access Zalando Lounge using their Zalando user account. Users who don't own an account can register for free, without any obligation.

About Zalando

Zalando (www.zalando.co.uk) is Europe's leading online retailer for shoes and fashion. Working with over 1,500 international brands, Zalando presents an extensive selection of products for women, men and children, ranging from popular high street brands to much sought-after designer labels. Exclusive accessories and sportswear make up Zalando's wide range of products. A combination of unique services – free delivery and returns, a free service helpline and a 100 day returns policy – make online shopping at Zalando a convenient and secure online experience. The company was founded by Robert Gentz and David Schneider in 2008 and its headquarters are located in Berlin. Following its success in Germany, Zalando launched an Austrian site in 2009 and shops for the Netherlands and France followed in 2010. In 2011 Zalando expanded to Italy, the UK and to Switzerland. Since 2012 Zalando has also been available in Sweden, Belgium, Spain, Denmark, Finland, Poland, and Norway. Deliveries were extended to Luxembourg in 2013.

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