

Joint press release



Website relaunch: BRAUN Hamburg and Y1 to win German Brand Award



- Award in the "Brand Communication Web and Mobile" category
- Symbiosis of shop and glossy magazine
- Increase in retrieval performance by 200 percent

Karlsruhe and Hamburg, June 23, 2021 - BRAUN Hamburg, the tradition-steeped fashion company for designer and luxury labels, wins the German Brand Award in the "Excellence in Brand Strategy and Creation" category with its new online shop. The relaunch was carried out by the agency group Y1 and won in the category "Brand Communication - Web and Mobile".

"After a lot of positive customer feedback, we are very proud to accept the German Brand Award for the new version of the online shop – in my opinion, a new and contemporary online presence is worth an investment if you want to be and remain among the best. This is the only way we can do justice to our demanding clientele away from our brick and mortar stores in Hamburg," comments Lars Braun, CEO of BRAUN Hamburg.

"The website is a symbiosis of shop and glossy magazine, reflecting BRAUN Hamburg's product diversity in a high-quality look," says Sebastian Wernhöfer, CEO of the e-commerce digital agency Y1 Digital AG. "We are very pleased that our work is honoured by this prestigious award!"

Designer worlds optimised for the luxury segment, large-scale magazine-style campagne shoots and exclusive expert tips characterise the online shop launched in 2020, which is part of a comprehensive multichannel and internationalisation strategy of BRAUN Hamburg.

For the Magento 2-based online shop, the e-commerce specialist Y1 relies on a fully automated enterprise staging system for smooth store operation. "For an online store like BRAUN Hamburg's, maximum performance and stability optimisation and extremely high fail-safety are crucial," explains Wernhöfer. With the relaunch to Magento 2, BRAUN Hamburg increased its retrieval performance by 200 percent.

The fast and comprehensive integration of content and commerce is ensured by easy-to-use CMS functionalities. Automated merchandising is achieved by means of virtual item categorisation. Extended product maintenance and internationalisation mechanisms, uncomplicated country-specific content control, multichannel integration of shop stocks and delivery, and the automation of logistics processes through the integration of Microsoft Navision were also key components of the relaunch.

About BRAUN Hamburg:

BRAUN Hamburg offers a highly exclusive selection of international luxury brands, such as Bottega Veneta, Brioni, Brunello Cucinelli and Dries van Noten as well as Ermenegildo Zegna, Etro, Moncler, Santoni, Tom Ford and many more. Our heritage fashion house with three shops in Hamburg has always stayed true to our belief that comprehensive service lies at the core of our business.

To achieve this, our trained staff's professional and people skills are crucial. Not only do we offer individual and personal advice, we also provide our own alterations studio as well as laundry and shoe repair services, all of which provide an associated delivery service, and thus take great care of our discerning customers.

BRAUN Hamburg stands for a very diverse range of offerings that is almost unrivalled in Germany. The online shop at www.braun-hamburg.com provides customers with an individual and exceptional online shopping experience.

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About Y1 Digital AG:

Y1 Digital AG was founded in April 2020 from the agencies codekunst, mzentrale and Sitewards and offers integrated digital solutions for e-commerce: from digital branding and design to UX/UI, development, cloud services, digital marketing and comprehensive consulting services. Headquartered in Karlsruhe, Germany, the company also has offices in Munich, Frankfurt am Main, Stuttgart and Leipzig. At the head of the approximately 100 employees are the board members Peter Schneider, Sebastian Wernhöfer and Lars Ax, followed by their founder Patrick Scherr. More at: www.y1.de.

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