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BRAUN HAMBURG LAUNCHES NEW ONLINE SHOP

Style around the clock – together with e-commerce agency Y1, luxury menswear retailer BRAUN Hamburg is relaunching their online shop and driving their multi-channel strategy forward.



Lars Braun never looks through the rear-view mirror, instead he always looks out for what's ahead. „Because being comparable does not meet the demands of the times.”

Since 2009, a time when many luxury retailers did not yet believe in e-commerce, BRAUN Hamburg has pursued a multi-channel strategy that is designed to make the entire product range available at any time.

With the steadily growing share of sales generated via the online retail channel, Lars Braun decided to make another investment. “This is the second time we are presenting a completely new online shop. If you want to be and remain among the best, I think such an investment is essential,” he comments. The long-standing Hamburg-based company had already renewed its online presence in 2013. The international version in English followed in 2014.

In order to do justice to the demanding clientele away from the brick-and-mortar stores in Hamburg, the online shop presents itself in a completely new editorial look, representing a symbiosis of a high-gloss magazine and a large variety of products.

In addition to a new product view and a particularly user-friendly shopping experience, the new online shop leaves plenty of room for inspiration and carefully curated fashion topics. Its own lifestyle magazine EDITION will be an integral part of the new version. The high-quality appearance is underlined by the glossy pictures, a lot of space and expression, the store background color "very light grey" and the angular text, image and CTA elements. In the coming months, additional features will also be released to illustrate the new interaction between content and commerce.

To achieve this, Y1 relies on luxury segment-optimised designer worlds, large campaign motifs that are arranged like in a magazine and exclusive expert tips. "This gives us the opportunity to communicate the unique expertise in current fashion trends and BRAUN Hamburg's extensive knowledge of the fashion industry," says Sebastian Wernhöfer, CEO of Y1. "With tips from international experts, "Looks of the week" and similar features, we are digitising the expertise and excellent advice of the luxury menswear retailer and thus transporting the international flair into the digital world."

For the Magento 2-based online shop, Y1 relies on a fully automated enterprise staging system for smooth store operation. For an online shop like BRAUN Hamburg, the highest performance and stability optimisation and an extremely high reliability are crucial.

Also, the fast and comprehensive integration of content and commerce is ensured by easy-to-use CMS functionalities; automated merchandising is achieved by virtual categorization of items. "In view of the specific requirements of the luxury fashion segment, it is of utmost importance to us that the shop and all related processes function smoothly for all our global target markets," Lars Braun reports. This is now ensured by extended product maintenance and internationalisation mechanisms, uncomplicated country-specific content management, the integration of store inventories and delivery, and the automation of logistics processes by integrating Microsoft Navision.

For more information, printable images and product cut-outs, please get in touch with us:

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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 store at www.braun-hamburg.com provides customers with an individual and exceptional online shopping experience.

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.