

fashionette AG / Key word(s): Sales Result

fashionette AG reports strong order value growth for November 2021, including successful Black Friday week

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- Dynamic order value growth of +25% year-on-year in November 2021
- Increased orders from returning customers by +35% year-on-year
- Strong growth in own brands with +55% year-on-year in units ordered

Dusseldorf, 2 December 2021. fashionette AG (ISIN DE000A2QEFA1 / GSIN A2QEFA), a leading European data-driven e-commerce group for premium and luxury fashion accessories, achieved strong November 2021 results.

In November 2021, fashionette AG was able to increase its order value by +25% year-on-year driven by increasing orders from returning customers by +35% year-on-year. All categories strongly contributed to successful November results with overall +24% growth in number of units ordered, sunglasses growing fastest with +78% and own brands increasing by +55% in number of units ordered.

All November figures include Brandfield on a proforma basis. On a consolidated basis, order value grew by +58% year-on-year in November 2021.

Selective Black Friday highlights, 26 November 2021:

- Black crossbody bags were the most demanded handbag category
- Bestselling wallet was made of logo-printed canvas
- Bracelets were highly favored within the jewelry category

Daniel Raab, CEO of fashionette AG: "Our teams have set the right priorities to not only accomplish but even surpass last year's success. We expanded our selection on both platforms, fashionette.com and Brandfield.com, strengthened our own brand proposition, improved our customers' shopping experience and as a result delivered a strong November performance. We are excited for the next weeks of the holiday season and are looking forward to continuing to deliver a great customer experience."

Detailed information:

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About fashionette:

fashionette AG is a leading European data-driven e-commerce group for premium and luxury

fashion accessories. With its online platforms [fashionette.com](https://www.fashionette.com) and [brandfield.com](https://www.brandfield.com), the fashionette-group offers not only inspiration, but a curated assortment of premium and luxury handbags, shoes, small leather goods, sunglasses, watches, jewelry and beauty products from more than 300 brands, including own brands. Reinforcing more than ten years of fashion accessory experience, fashionette AG developed a compelling proprietary IT and data platform using cutting-edge technology and artificial intelligence to make personalized online shopping of premium and luxury fashion accessories available to all women in Europe. For more information about fashionette AG, please visit corporate.fashionette.com or the online platforms www.fashionette.com and www.brandfield.com.

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