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M.8433 – ZALANDO / BESTSELLER UNITED / JV

SECTION 1.2

Description of the concentration

The notification concerns the intended creation of FashionTrade as a 50/50 joint venture between Bestseller and Zalando.

The strategic and economic rationale of the joint venture is to jointly develop, establish, operate and extend FashionTrade as a fashion B2B (wholesale) e-commerce platform connecting fashion brands and retailers.

Zalando is a European fashion platform on which consumers can purchase an extensive selection of clothing and footwear.

Bestseller is an international fashion company, with a range of different fashion brands.