



MUNICH
08 /02 /2023

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BestSecret launches Curated Platform and aims to become the #1 online destination for premium off-price fashion in Europe

BestSecret Group, a leading European members-only online destination for off-price fashion, is enabling brand partners to sell their overstock directly to its truly closed customer community via the new BestSecret Curated Platform. In addition to the heritage wholesale business model, the new platform further enables premium and luxury brands to transition faster to digital off-price. It also gives them the ability to maintain control of their inventory, margins, and product presentation, while directly engaging with the affluent and loyal customer base of BestSecret. Beyond this, the Group continues to reinvent the online off-price fashion market by actively finding ways to engage in its brand partnerships with inspirational, innovative, and data-driven services and solutions that extend far beyond industry standard.

To keep offering the best possible assortment at attractive prices to its vibrant and brand-savvy community, the e-commerce player is only collaborating with select, curated brands. Partners are carefully matched to ensure they are consistent with its high-quality product offering, fulfilment standards and user experience. Since the soft-launch, BestSecret has already successfully onboarded a double-digit number of high-profile brands to its new platform which is currently available in Germany. The Group intends to swiftly grow the number of premium and luxury brand partners and the product range on its curated platform and to extend the availability to all 27 countries across Europe to which BestSecret already ships today.

“We let brands do what they do best, which is grow their online full-price business, because we are their strategic partner when it comes to leveraging opportunities with overstock.” says Moritz Hahn, CEO of BestSecret Group. “Our truly closed membership platform creates the necessary distance between full-price and off-price fashion online. This protects brand equity and brands can keep their full-price environment “clean”. We are excited to have launched our Curated Platform where we engage with exciting brands, thereby deepening the strong relationships on which the success of our Group has been built.”

The Curated Platform is seamlessly integrated into the BestSecret online shop. In collaboration with Mirakl, the industry's first and most advanced enterprise marketplace SaaS platform, BestSecret provides brands with simple onboarding, trading, and scaling. There are different fulfilment possibilities and a range of marketing services from strategic planning and pricing to content production. Jason Visse Demortier, Chief Supply Officer at BestSecret, comments: “We chose to partner with Mirakl because of their industry-recognized marketplace technology and very deep knowledge of the industry. Their team of experts has helped us to execute a timely launch of our new Curated Platform, with seamless integration of partner brands. Together the focus is always on the utmost easiness and flexibility for brand partners.”

“We see our Curated Platform as a real win-win-win opportunity.” continues Moritz Hahn. “Brand partners can expand their direct-to-consumer business to the off-price segment. They gain direct access to our high-quality member base and receive valuable customer insights. Our members can shop an even wider range of attractive discounted merchandise. We as BestSecret see significant growth potential through partnerships with innovative, relevant brands that can help us expand our reach in categories and market segments where we have been underrepresented. With this step we move closer to becoming the #1 online destination for premium off-price fashion in Europe.”

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About Best Secret Group

BestSecret Group is a leading European members-only online destination for premium and luxury off-price fashion. With a permanent assortment of around 3,000 international brands, BestSecret provides its community members across Europe with highly desirable fashion at attractive discounts. BestSecret is a valuable partner for fashion brands when it comes to overstock clearing at scale in a silent and discreet way and in a high-end environment on par with those of other premium full-price players. Neither brands nor discounts are visible outside the closed community, thereby ensuring maximum protection of brand equity. BestSecret Group generated preliminary revenues between EUR 1,050 and 1,055 million in 2022 and employs around 1,900 people from over 80 nations. The Group draws on a heritage of nearly 100 years in the textile and fashion industry and today is owned by Permira Funds and the founding families Schustermann and Borenstein.