



## **windeln.de Relaunches former Shopping Club Nakiki Shop as Ready-to-ship Platform Pursuing Dual Brand Strategy**

Munich, 6 October 2016, windeln.de SE, Europe's leading online retailer for baby and toddler products, has relaunched its former shopping club "Nakiki" as a ready-to-ship platform designed to serve modern, mobile families through lifestyle-driven campaigns and has integrated it into the windeln.de shop. With windeln.de and nakiki.de the company pursues a dual brand strategy: the windeln.de website attracts consumers by offering a wide range of mainly consumable products at attractive prices. Under the Nakiki brand, the company plans to cross-sell a curated selection of higher-margin products that are relevant for the consumer's growing children - such as internationally-popular children's clothing brands, developmentally-appropriate toys and kids' room decor. Products have been selected based on best-seller data accumulated from the shopping club sales history, and will be merchandised through emotionally-packed editorial themes that matter to modern families. "With our new Nakiki platform we can offer a wider product range for kids. This enables us to reach a wider customer target group and therefore to extend customer lifetime." Said Konstantin Urban, Co-Founder and CEO of windeln.de SE.

### **Press contact**

Judith Buchholz

Email: [press@windeln.de](mailto:press@windeln.de)

### **About windeln.de**

windeln.de is one of the leading pure online retailers for baby, toddler and children's products with a presence in ten European countries, including Germany, Austria, Switzerland, the Czech Republic and Spain. The Company also operates a successful e-commerce business with products for babies and toddlers for customers in China. windeln.de offers approximately 100,000 products and around 1,000 brands sold via the German Shop windeln.de and the International Shops pannolini, feedo and bebitus as well as the nakiki shop. The product portfolio includes everything from diapers, baby food, children's furniture, toys, clothes and strollers to child car seats. windeln.de was founded in October 2010 and currently has more than 400 employees in Germany and abroad. The Company has been listed in the Prime Standard of the Frankfurt Stock Exchange since May 6, 2015. For more information, go to <http://corporate.windeln.de>.