

Trendyol shows "This Trend is Yours" with first ever brand campaign in Germany

High-reach digital activity immerses viewers in surreal worlds while celebrating the joy of trying out the latest, affordable trends

Berlin, 18th April, 2023 – *"This Trend is Yours"*. With this message, leading online fashion destination, Trendyol is launching its first-ever brand campaign in Germany. Debuting on 18th April, the activity will air initially on digital channels such as YouTube, Facebook and Instagram for a four week period and is targeted at female customers, with a specific focus on those aged 18-40 years old.

The campaign marks a significant marketing milestone for Turkey's first Decacorn following its market launch in Germany just under a year ago and is a celebration of the trends, variety and affordability that Trendyol has to offer for all those who love finding and dressing in the latest fashion. By using colourful and vibrant images, the creative communicates the joyful and exciting feeling that fashion can give to everyone when it's available for all, not just a few.

Diving into surreal computer-generated spaces, the content shows Trendyol's clothes as the heroes that connect everything. It mixes innovative shot design, camera flow, and bespoke music to break through the noise of online fashion advertising and boldly position Trendyol as the hot and upcoming fashion destination in Germany.

"We are tremendously excited to be launching our first ever brand campaign in Germany. With it, we celebrate the pleasure of playing with current trends, being inspired and always reinventing ourselves. We want fashion to be accessible to everyone so, using high reach digital channels, we're hoping to appeal to our target audience with our core messages of the latest fashion trends, variety and affordability," says Maryam Warnke, Head of International Marketing Communication at Trendyol.

The campaign was created by leading advertising agency, Jung von Matt Havel and shot by director Dan French. It is expected to hit more than 23 million people during the course of its initial run and will be supported by activations such as product promotions and customer give-aways on Trendyol's own digital channels.

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About Trendyol

Trendyol, the leading multi-category e-commerce marketplace in Turkey, has been active in Germany with a dedicated online fashion destination, Trendyol.de, since 2022. Translating the latest runway trends into wearable outfits for every style, occasion, and budget, Berlin-based Trendyol.de offers over 100,000 pieces of clothing, footwear and accessories from a range of own-brand labels, Trendyol Collection, Trendyol Curve and Trendyol Modest, and an eclectic mix of local and global partner brands including Adidas, Calvin Klein, Levi's and Dr Martens. In addition, Trendyol wholesales its own brand labels on global partner platforms such as About You, ASOS and Zalando. In March 2023, Trendyol was the most influencer-mentioned fashion brand on Instagram in Germany according to influencer marketing platform Storyclash.