

Press release

Hamburg, 17 June 2026

bonprix sets a milestone in the marketplace business: the fashion brand's range is now also available on ABOUT YOU in Germany

From now on, bonprix is selling selected products on a major digital marketplace outside the Otto Group: the marketplace pilot at ABOUT YOU is a key component of bonprix's strategy to tap into new sales channels alongside its own European webshops and apps, to increase the brand's visibility even further and reach new target groups. The partner business will in future be managed by the newly established "Partner Commerce" team at bonprix.

As a vertically integrated fashion brand, bonprix operates its own online shops in 16 European markets and, until the end of 2025, has sold its products in Germany exclusively through its own sales channels. The fashion brand took its first step into the marketplace business in collaboration with OTTO. At the launch in November 2023, around 2,000 items – primarily basics – were already available on otto.de and in the OTTO app. bonprix is now specifically expanding its direct-to-consumer (D2C) model to include the marketplace business with ABOUT YOU.

"This represents an important strategic step forward, enabling us to broaden bonprix's reach in a targeted manner and lay the foundations for scaling the marketplace business in the long term. The launch with OTTO was extremely successful and we hope to attract new customers to bonprix via ABOUT YOU as well," says Dr Nicolai Johannsen, Managing Director of Marketing (CMO) at bonprix. "We are increasing our reach, analysing performance on ABOUT YOU and using these insights to guide the further expansion of the business."

Pilot launch features around 200 items – range to grow gradually

bonprix is launching its pilot scheme with ABOUT YOU with around 200 items from various categories. "We are deliberately starting with a focused range and will develop it step by step," says Kristina Kolle, Head of Partner Commerce at bonprix. "Our long-term goal is to make the brand's entire core range available via the platform. The key is to learn from the data and draw the right conclusions from it."

The connection to ABOUT YOU regarding product data and prices is facilitated via the middleware Tradebyte. Through this system, bonprix manages the range offered on aboutyou.de, and ABOUT YOU receives all relevant product information. ABOUT YOU handles the sale and dispatch of bonprix items to customers.

New "Partner Commerce" team consolidates marketplace and B2B business

In parallel with the launch on ABOUT YOU, the in-house “Beyond D2C” programme – launched in early 2025 to tap into new areas of growth – is being transferred to bonprix’s line organisation. This has led to the creation of the new “Partner Commerce” team within Nicolai Johannsen’s division, which will in future consolidate the company’s marketplace and B2B business. The unit led by Kristina Kolle works closely with Product Management and IT and has links to almost all specialist departments of the company as well as with other group companies within the Otto Group.

Outlook for further potential marketplace integrations

In addition to its presence on ABOUT YOU, bonprix is exploring further marketplace connections.

At this year’s K5 Future Retail Conference on 23 June in Berlin, bonprix will present its marketplace business as a further pillar of its business model. Matthias Wlaka, Managing Director Technology (CTO) at bonprix, will speak with Marcel Brindöpke, co-founder of the Commerce Advisory Network, on the topic “bonprix – A vertical brand goes beyond D2C”. For more information and to register, visit app.k5.de.

About bonprix

With online shops in 16 European countries and additional B2B business in several markets, bonprix offers its predominantly female target group fashion at excellent value for money. Founded in 1986, the e-commerce company now reaches around 10 million active customers annually. With a turnover of €1.1 billion in Europe in the 2025/2026 financial year (1 March 2025 to 28 February 2026), bonprix is one of the Otto Group’s highest-turnover brand concepts. Around 1,400 employees work at the Hamburg headquarters and at other locations in Poland, Italy and France.

The extensive range includes womenswear and accessories, complementary ranges for men and children, as well as selected home and lifestyle products. bonprix is known for its in-house fashion collections, available in a wide variety of sizes and styles, and for its ambitious commitment to sustainability.

Further information at: bonprix.de/corporate

Press download

Available at www.bonprix.de/corporate/newsroom and on request (Copyright: bonprix)

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