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Europe's Zalando acquires Highsnobiety, fusing commerce and content

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Both Highsnobiety and Zalando are based in Berlin. Image credit: Highsnobiety

By LUXURY DAILY NEWS SERVICE

Berlin-based ecommerce platform Zalando has acquired a majority stake in fashion and lifestyle media brand Highsnobiety to bolster its storytelling and assortment curation capabilities.

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Highsnobiety will remain editorial independent, as the two organizations look to complement one another with their unique strengths. The brand's insights, credibility and storytelling expertise will strengthen Zalando, which in turn can use its ecommerce expertise to help Highsnobiety's ambitions in the space.

"Both of our companies share a passion for building strong brand partnerships and enabling brands to inspire audiences with their products and stories," said David Schneider, founder/co-CEO at **Zalando**, in a statement.

"Partnering with Highsnobiety will allow us to execute much faster on our ambition to offer the most relevant and engaging as well as convenient shopping experience to our customers," he said. "I'm excited to see our joint vision materialize and to shape the future of fashion content in commerce together."

High hopes

Founded in Berlin in 2005, Highsnobiety now has a publishing business, creative consultancy and curated commerce platform ([see story](#)). The brand is highly influential at the intersection of streetwear and luxury.

As part of the agreement, Highsnobiety's publishing and agency work will remain independent as it acts as a strategic and creative consultant to Zalando. The deal aims to accelerate Zalando's growth as a destination for streetwear and luxury, particularly among Gen Z consumers.



David Schneider, founder/co-CEO at Zalando (left), and David Fischer, founder/CEO at Highsnobiety (right). Image credit: Zalando

Financial terms of the deal were not disclosed, but Highsnobiety's management structure will be unchanged. Founder and CEO David Fischer will also retain a minority stake in the brand.

"Highsnobiety has mastered the art of turning stories into products and products into stories," Mr. Fischer said in a statement. "I am very excited to bring our capabilities to Zalando's commitment towards fashion inspiration and together reimagine the future of content and commerce.

"Equally, I am thrilled to tap into Zalando's unrivaled expertise in scaling ecommerce platforms and bring my life's passion work to the next level."

Highsnobiety has had some high-profile collaborations in the past, including with Selfridges ([see story](#)) and IWC Schaffhausen ([see story](#)). Meanwhile, rival digital streetwear and lifestyle platform Hypebeast is also accelerating its ecommerce plans ([see story](#)).

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