



Press Release

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Julia Stegner's new social-media testimonial for OTTO

The single company OTTO is reemphasizing the importance it attaches to its digital brand leadership by signing German top model Julia Stegner to an innovative contract. The Hamburg-based company has once again proven its 360-degree communication skills by securing the commitment of a content star.

With top model Julia Stegner, OTTO's digital brand offensive has acquired a new, high-profile face. As an online presenter the 30-year-old Munich-born Ms Stegner is ushering in the start of the OTTO 2015 Spring/Summer fashion season, appearing as ambassador for the OTTO brand across otto.de and the social networks. "Julia Stegner is one of the most important German models, known for her confidently stylish appearance in fashionable outfits. As a modern woman and young mother, she embodies OTTO's focus as an online retailer of fashion and lifestyle. Together with her we will help bring the OTTO brand alive for our customers in the digital world", says Marc Opelt, Member of the OTTO Management Board, Sales.

The first digital projects can be viewed from 4 March onwards. They were created in November in New York, where a team of four shot several clips for the OTTO channels on Youtube, Facebook, Google Plus and Instagram, as well as for the OTTO blog 'Two for Fashion'. Julia showed her special acting talent when she spontaneously answered over 30 questions on fashion and lifestyle – in a single take, without any cuts.

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According to Vogue, Julia Stegner is “the new Miss Wonderful after Claudia Schiffer” and was chosen as the Best Dressed Woman in Germany by Vanity Fair magazine. She worked regularly for the Victoria's Secret fashion shows from 2005 to 2011, married the Australian photographer Benny Horne in spring 2014 and gave birth to their daughter in May that year. Julia Stegner is OTTO's third female online presenter, following Palina Rojinski and celebrity fashion couple Olivia Palermo and Johannes Huebl.

The OTTO job is Julia's first modelling assignment after the birth of her little daughter. “I was a bit nervous, as I hadn't been working for some time”, she said, “but I realised it was a bit like riding a bike – it's something you never forget. It worked really well, because the OTTO team was very professional and created a relaxed atmosphere.” And when asked how it feels to be the social-media star for OTTO, she beams: “As an avid Instagrammer, I'm delighted with my role on the OTTO online channels!”

Further information about TOPIC is available at www.otto.de/unternehmen.

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