

Seznam tabulek

Tabulka 1: Seznam influencerů, kteří představili kolekci v rámci konceptu About You Limited

Zdroj: Vlastní zpracování na základě interních dat.

Influencer	Počet sledujících	Míra zapojení	Typ influencera
Anna Von Klinski (@annaklinski)	cca 665 000	3,75 %	Makro influencer
Basma (@basma_bada)	cca 266 000	2,02 %	Makro influencer
Darya Strelnikova (@darya)	cca 285 000	1,70 %	Makro influencer
Ebru Demir (@eebruu_)	cca 428 000	8,16 %	Makro influencer
Elena Carriere (@elenacarriere)	cca 502 000	0,80 %	Makro influencer
Christina Bischof (@christinabiluca)	cca 294 000	1,40 %	Makro influencer
Jacqueline Vazzola (@fashionpuglady)	cca 207 000	1,42 %	Makro influencer
Janine (@joliejanine)	cca 234 000	3,34 %	Makro influencer
Jennifer Lange (@agentlange)	cca 366 000	3,40 %	Makro influencer
Jessy Hartel (@jessyhartel)	cca 808 000	3,38 %	Makro influencer
Karina Arndt (@tscherajna)	cca 268 000	4,77 %	Makro influencer
Kathi (@kathi_offiziell)	cca 651 000	1,44 %	Makro influencer
Luisa (@luisalion)	cca 305 000	1,25 %	Makro influencer
Melisea Dobric (@findingmelisa)	cca 77 100	9,03 %	Makro influencer
Michi Brandl (@michivonwant)	cca 245 000	6,41 %	Makro influencer
Nadine Klein (@nadine.kln)	cca 438 000	3,02 %	Makro influencer
Sandra Lambeck (@sandralambeck)	cca 629 000	9,32 %	Makro influencer
Sarina Nowak (@sarinanowak)	cca 580 000	2,25 %	Makro influencer
Sonny Dennig (@sonnyloops)	cca 1 milión	5 %	Mega influencer
Sophia (@phiaka)	cca 534 000	1,96 %	Makro influencer
Taraneh (@taraneh)	cca 195 000	1,81 %	Makro influencer
Yeliz Koc (@_yelizkoc_)	cca 417 000	10,22 %	Makro influencer

Tabulka 2: Seznam influencerů, kteří představili kapsulovou kolekci**Zdroj:** Vlastní zpracování na základě interních dat.

Influencer	Počet sledujících	Míra zapojení	Typ influencera
Daniel Fuchs (@magic_fox)	cca 2 380 000	0,64 %	Mega influencer
JUJU (@jujuvierundvierzig)	cca 989 000	11,36 %	Makro influencer
Karolina Kurkova (@karolinakurkova)	cca 830 200	0,57 %	Makro influencer
Lena Gercke (@lenagercke)	cca 2 770 000	2 %	Mega influencer
Mero (@mero_428)	cca 2 640 000	11,97 %	Mega influencer
Mogli (@mogliofficial)	cca 118 200	3,96 %	Makro influencer
Paul Ripke (@paulripke)	cca 566 700	1,44 %	Makro influencer
Riccardo Simonetti (@riccardosimonetti)	cca 303 700	2,20 %	Makro influencer
Sarina Nowak (@sarinanowak)	cca 580 000	2,25 %	Makro influencer

Tabulka 3: Podíl čistého obratu exkluzivního sortimentu About You v období 18. 10. 2019 až 18. 10. 2020 a jejich meziroční nárůst.**Zdroj:** Vlastní zpracování na základě interních dat.

	Čistý obrat %	Meziroční nárůst %
ABOUT YOU own label	61,20 %	86,90 %
EDITED the label	16,30 %	81,90 %
Exclusive Brands Inhouse	17,70 %	120,00 %
Capsule Collections	1,74 %	31,40 %
About You Limited	0,50 %	487,30 %
Online Retail-Exclusive Brands	2,50 %	606,7 %

Tabulka 4: Podíl čistého obratu značek v rámci exkluzivního sortimentu About You v období 18. 10. 2019 až 18. 10. 2020 a jejich meziroční nárůst.

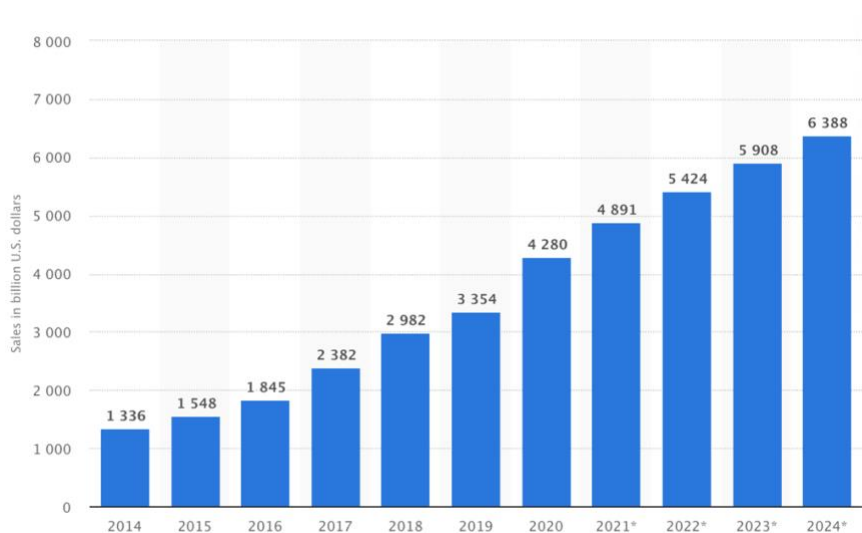
Zdroj: Vlastní zpracování na základě interních dat.

	Čistý obrat %
Exkluzivní sortiment	100 %
LeGer by Lena Gercke	15,60 %
EDITED the label	16,30 %
NU-IN	0,90 %

Seznam obrázků

Obrázek 1: Světový vývoj obratu e-commerce a predikce do roku 2024.

Zdroj: statista.com



Obrázek 2: Logo About You Limited.

Zdroj: aboutyou.de.



Obrázek 3: Vybrané produkty v rámci About You Limited.
Zdroj: Interní databáze.



Obrázek 4: Vybrané instagramové příspěvky společnosti.
Zdroj: Instagram.



Obrázek 5: Landing page About You Limited.

Zdroj: aboutyou.de.

The screenshot shows the About You Limited landing page. At the top, there are five brand logos: ABOUT YOU, ABOUT YOU Curvy, ABOUT YOU LIMITED, PARI, and Disney ABOUT YOU. Below the logos is a navigation menu with categories like 'Bekleidung', 'Neu', 'Shirts & Tops', 'Kleider', 'Jacken', 'Hosen', 'Pullover & Strick', 'Sweat', 'Große Größen', 'Mäntel', 'Blazer', 'Anlässe', and 'Exklusiv'. A 'SALE' banner is visible. The main content area is titled 'Alle Produkte von ABOUT YOU Limited' and features a grid of four clothing items: two pairs of shorts/pants and two t-shirts. Each item has a 'Neu Exklusiv' label and a price tag. The items are: 1. White shorts, 39,90 EUR. 2. White pants, 44,90 EUR. 3. Green t-shirt with 'CLASS OF '71' text, 24,90 EUR. 4. Blue t-shirt with 'CLASS OF '71' text, 24,90 EUR. There are also filters for 'Größe', 'Farbe', and 'Preis'.

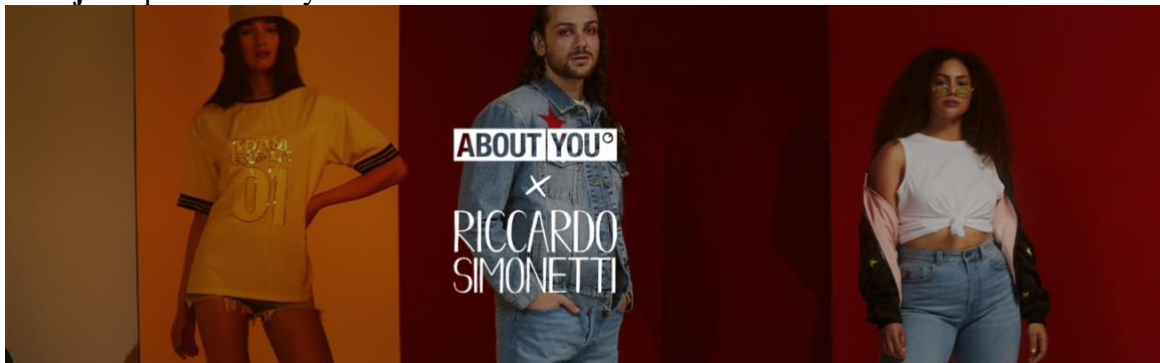
Obrázek 6: Landing page produktu.

Zdroj: aboutyou.de.

The screenshot shows the product page for the 'Hoodie 'Alia' by Luisa'. The page features a grid of images: a woman wearing the hoodie, a front view of the hoodie, a close-up of the woman's face, and a back view of the hoodie. The hoodie is white with the text 'EVERYTHING HAPPENS FOR A REASON' printed on it. The product title is 'Hoodie 'Alia' by Luisa' and the price is '39,90 EUR inkl. MwSt.'. There are options for 'Farbe' (color) and 'Größe' (size). A 'Hinzufügen' button is present. The page also includes a breadcrumb trail: 'Bekleidung > Sweat > Hoodies > ABOUT YOU Limited Hoodies'. At the bottom, there are four service icons: 'KAUF AUF RECHNUNG', 'KOSTENLOSER VERSAND & RÜCKVERSAND', '100 TAGE RÜCKGABERECHT', and '19 PAYBACK BASIS-PUNKTE'.

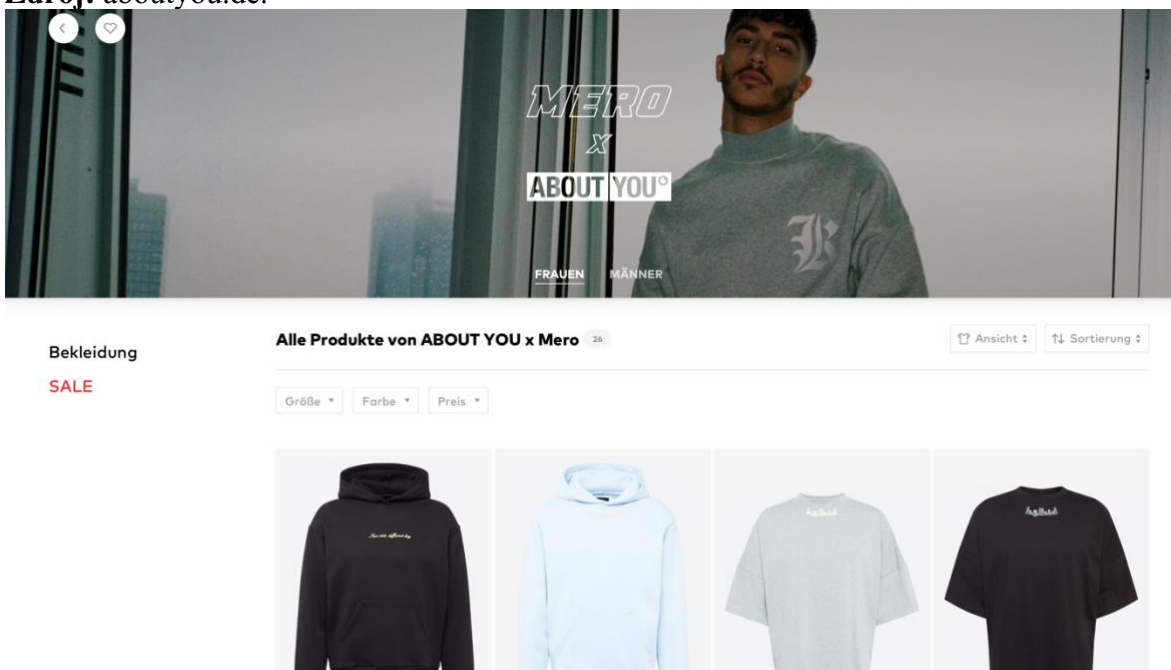
Obrázek 7: ABOUT YOU x RICCARDO SIMONETTI.

Zdroj: corporate.aboutyou.de.



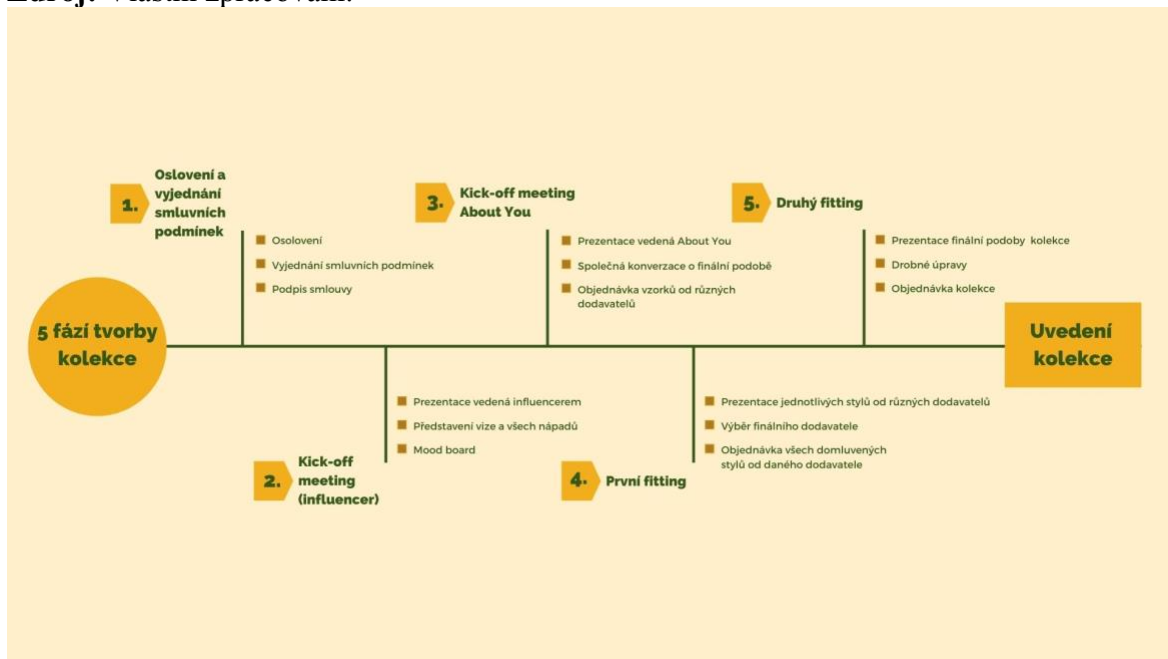
Obrázek 8: About You X MERO landing page.

Zdroj: aboutyou.de.



Obrázek 9: 5 fází tvorby kolekce.

Zdroj: Vlastní zpracování.

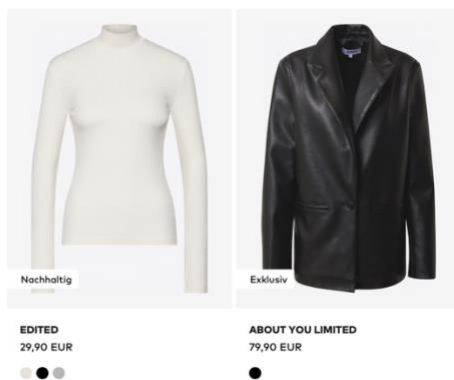


Obrázek 10: Funkce "Shop the Look".

Zdroj: aboutyou.de.

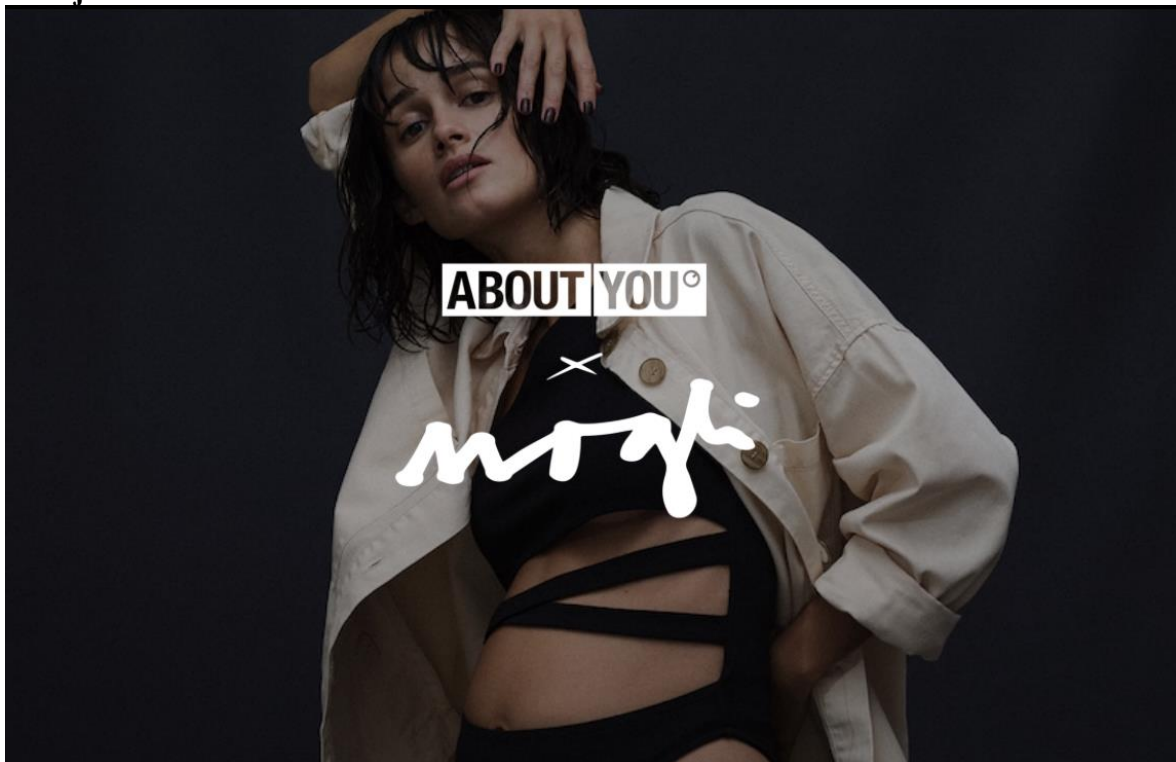


Shop the Look **2** [Produktdetails](#) [Versand & Retouren](#)



Obrázek 11: About You X Mogli 2021.

Zdroj: Interní databáze.

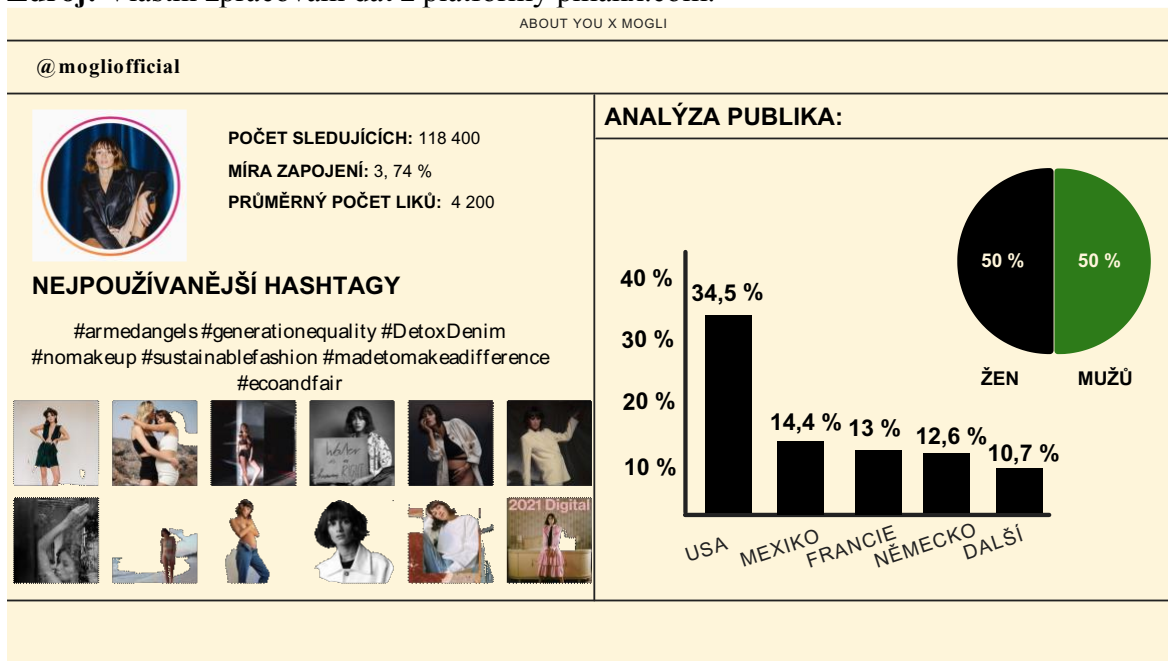


Obrázek 12: Nejvíce využívaná slova u příspěvků na Instagramu v období 19. 10. až 6. 4. 2021.

Zdroj: phlanx.com.



Obrázek 13: Analýza profilu @mogliofficial.
Zdroj: Vlastní zpracování dat z platformy phlanx.com.

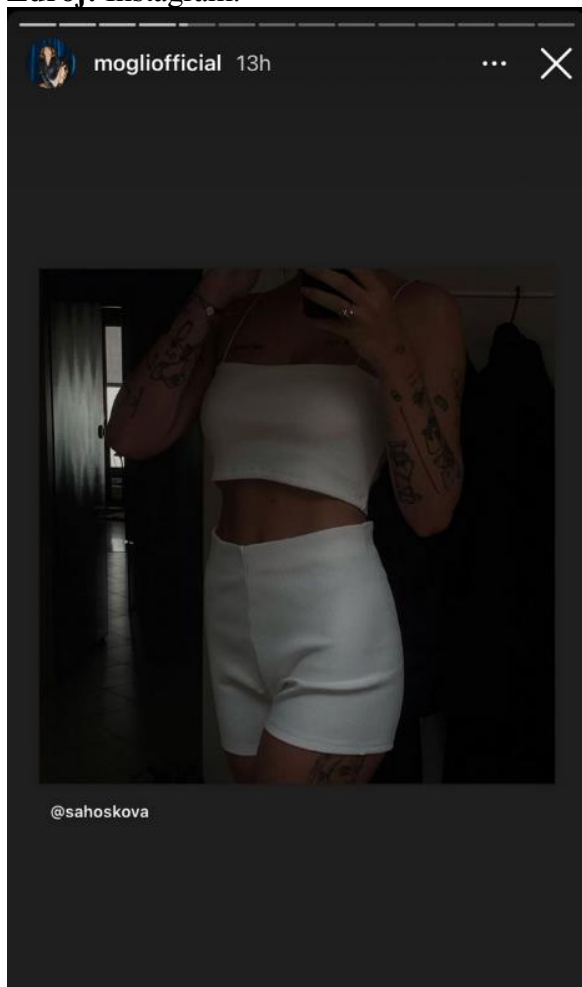


Obrázek 14: Instagramový příspěvek @mogliofficial.
Zdroj: Instagram.

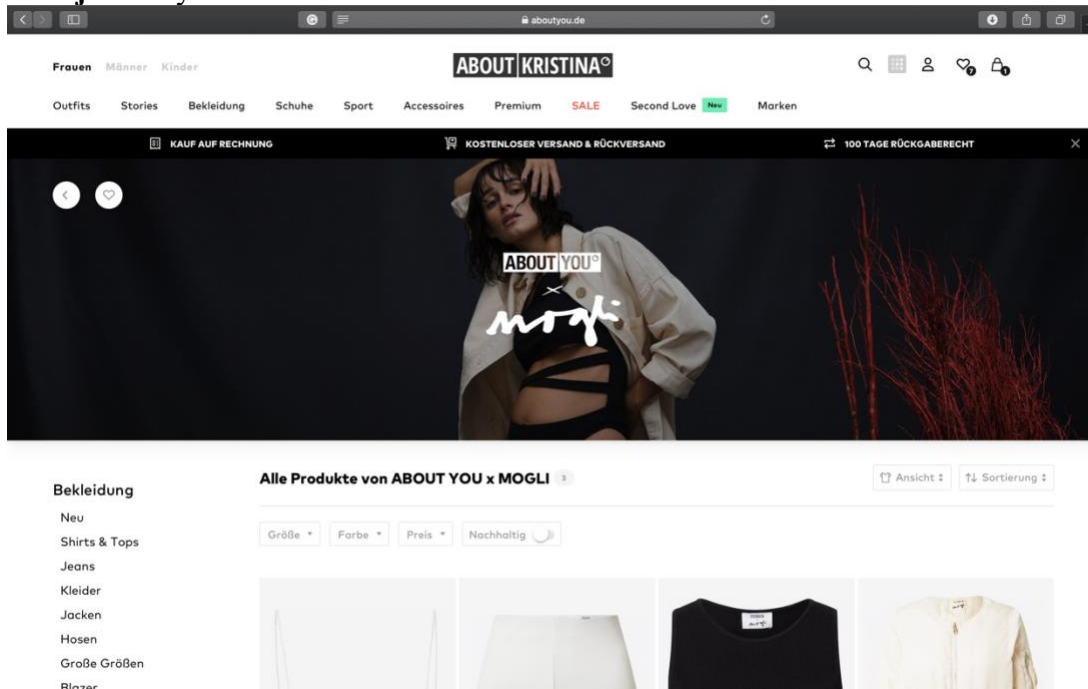


Obrázek 15: Sdílené příspěvky fanoušků.

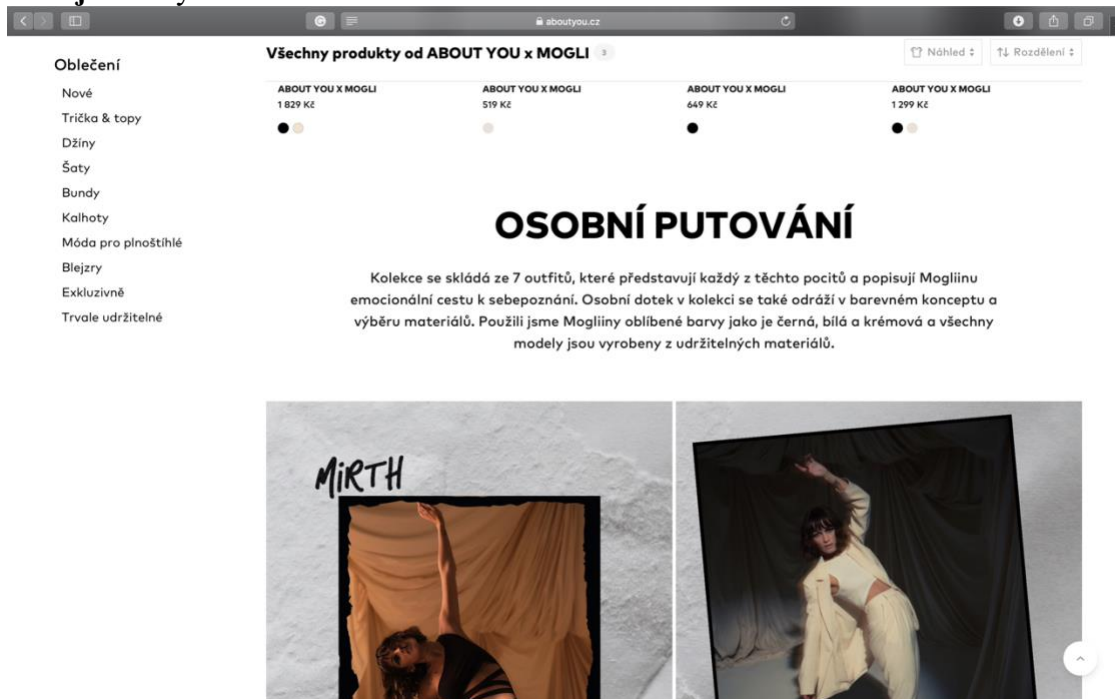
Zdroj: Instagram.



Obrázek 16: Landing page kolekce About You X Mogli
Zdroj: aboutyou.de

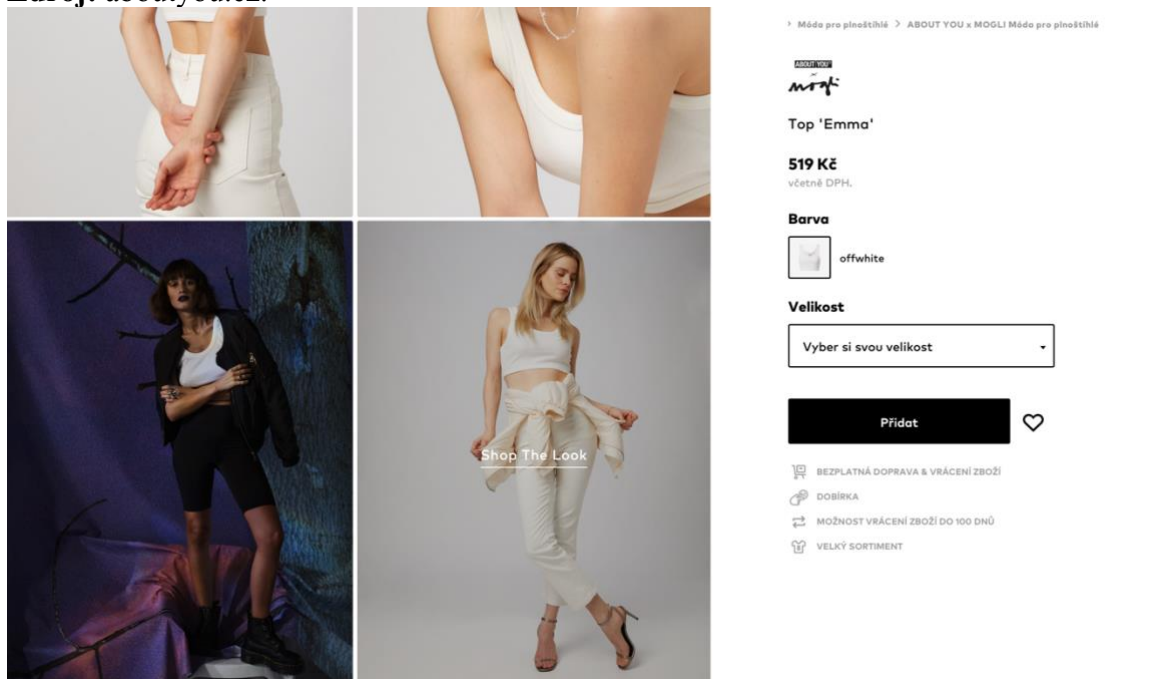


Obrázek 17: Landing page kolekce About You X Mogli
Zdroj: aboutyou.cz



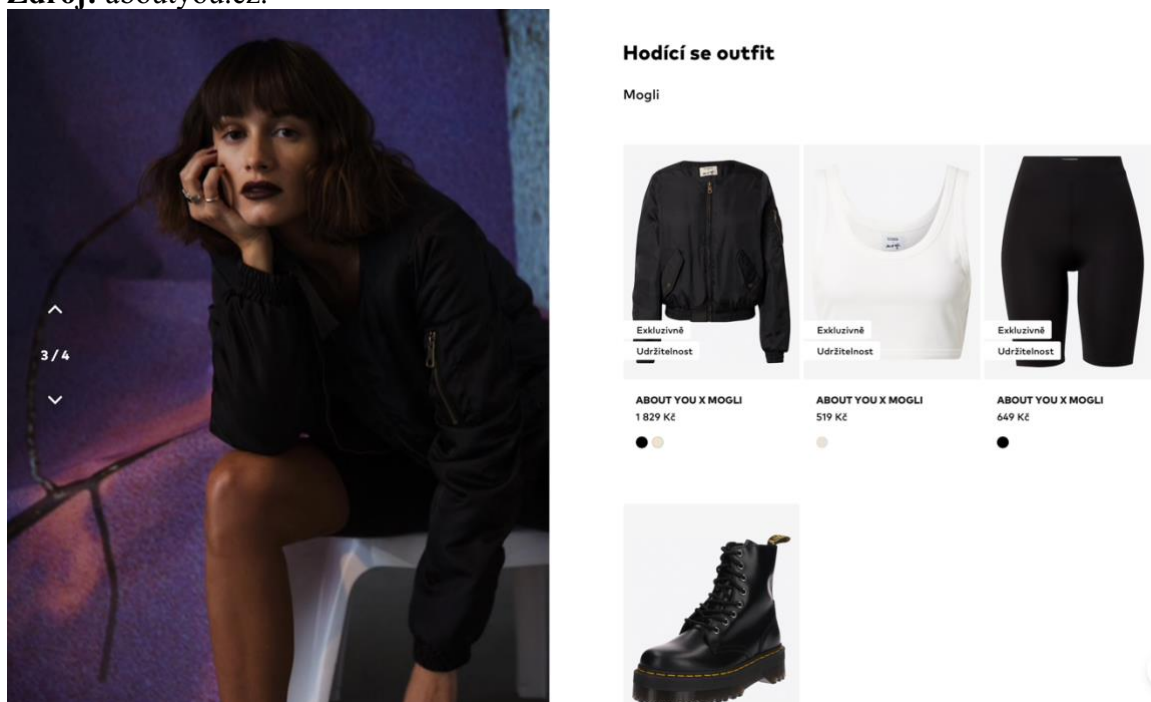
Obrázek 18: Landing page produktu.

Zdroj: aboutyou.cz.



Obrázek 19: Landing page produktu.

Zdroj: aboutyou.cz.



Seznam příloh

Příloha 1: Slovník pojmů

Příloha 2: Osobní rozhovor s projektovou manažerkou About You

Příloha 1: Slovník pojmů

Bestseller – produkt, který se stal velmi populárním a který jde dobře na odbyt.

Brand fit – vnímané spojení mezi značkou a dalším subjektem. Zapadá subjekt do hodnot, vize a mise dané značky?

Company kick-off meeting – úvodní schůzka vedená společností.

Design – vnější vzhled produktu.

E-commerce – elektronický obchod, obecný termín pro nákup a prodej uskutečněný prostřednictvím elektronických technologií.

Fashion marketing – marketing zaměřený na módní zboží.

Fast fashion – velmi levná a lehce dostupná móda, která se vyrábí v obrovském množství.

Fitting – zkouška a případná úprava oblečení na modelovi či modelce.

Kick-off meeting – úvodní schůzka, zahájení projektu.

Landing page – statická internetová stránka.

Mainstream – soubor myšlenek a postojů, které reprezentují či jsou konformní s názory, hodnotami, vkusem apod.

Módní haul – ukázka vybraného či zakoupeného oblečení.

Mood board – koláž vyvolávající určitý pocit, náladu a asociace.

Multi-brandový módní řetězec – řetězec nabízející několik různých značek.

Outfit – kompletní oděv jedince, sladěné či nesladěné oblečení.

Příloha 2: Osobní rozhovor s projektovou manažerkou About You

1. What are the main differences between About You limited collections, capsule collections and influencer brands?

First of all, it is differentiation in the article style, depth of the collections, and also work included from the influencer. When it comes to the limited collections, it is mostly small drops usually with 2 to 10 products. It is just one drop with limited pieces, specifically 300 depth of quantity and after it is gone it is gone. Of course, we have some returns after it is sold out, but we don't reproduce them. When we see that the first limited collection was successful and we are really satisfied with the overall performance then we offer the influencer creating a capsule

collection. This is helpful when we want to do the capsule collections but we are not sure how it will perform, we just start with the limited collection.

As I already said the next level is the capsule collection that is always named "*ABOUT YOU X somebody*" for example ABOUT YOU x Riccardo Simonetti or Karolína Kurková ABOUT YOU x Karolína Kurková. It is always about 20 items and there is a huge marketing campaign around it. These collections are also communicated as limited however sometimes we re-order some pieces if they are really succesful so it is based on its performance. It also depends on the contract, so if the influencer has short contract then usually it is only one limited drop from the beginning, but most of the time it is not like that. Normally we have a contract for a longer period of time so we are still allowed to promote the re-order articels since it takes like 3 months to re-order. But for example, the capsule collection ABOUT YOU x Riccardo Simonetti was limited since it was a really specific collection that was connected to LGBTQ and we launched it during the pride month. It also always depends on how early and far we are in the season. When we launch really early in the season, then it makes sense to re-order if it has a good performance since it is still going to be offered in the same season. That is a perfect situation for us. After the first collection, we decide if want to do a second one, but usually, it is one-off cooperation, however, in the contract, we usually negotiate two collections with the influencer so when we decide to do the second one there is no delay because of the negotiation. When we do two collections and the performance is nice then we might decide to create a whole brand out of it. Lena Gercke is a great example since we started as a limited collection and then it evolved but we also sometimes have the case that one influencer already has his/her brand or merch – for example JuJu, the famous german rapper, already had a merch and when we negotiated the contract she made it clear that she wants to collaborate with us but only with her brand so that might be also the case. Or if we see high potential in the influencer and we don't have to test it then we say ok let's create a brand and then, of course, it is even more of article depth and variety and we have a longer marketing plan for the brand, we create a brand bible together, we also create a logo with the influencer and also the name is created by our brand team. LeGer was Lena's brand before but then we created the look and feel and the visual language. For these brands, we also have a bigger media plan including TV spots. The main goal of these brands is to make them big together with the influencer. When it comes to these brands there are usually few different drops per year.

2. How do you choose the right influencer for collection co-creation?

It is always based on our overall strategy. First of all, there are always rules and categories defined by our upper management based on several metrics. We also monitor different target groups we have already reached via our shop and where we still have the potential to grow. Then it is based on this strategy, so when we see potential between younger cool kids and we decide to approach them, then we would just have a look, do the research, and then select the right influencer based on his target group – in this case, it could be for example a german rap artist since a lot of young people are listening to german rap. With these collections we are mainly focused on Germany but we also have focus markets (countries) that are defined by our upper management, and then of course we have a look at those focus markets, and we decide and select the right influencer. For example, now we have six capsule collections coming up in Romania, and the Netherlands is also planned since that's where we are expanding. So the decision is based on these strategic steps, however, sometimes it is also just a question of taste. When we have a common sense of what we think is cool or not or who would match with About You. You would be surprised how spontaneously sometimes we choose these collaborations. After we have a selection of possible influencers, we look deeper into their Instagram statistics,

who they are working with if their audiences would buy something, and also the PR team examines if there are any scandals connected to the chosen influencers. When we are still not so sure about our pick the last step would be a questionnaire. We ask a group of 1000 people from the influencer community about the influencer, how they see him/her if they would buy the clothes from his collection etc. It happened to us few times that the people were not so excited about that so then we are choosing another influencer. But we don't always do this market research tho.

3. What are the key steps of creating collection in collaboration with influencer?

First of all, you have the negotiation phase for the contract. In this phase, we are making clear what is the base of the contract and what are all the conditions of the whole partnership including how many hours the influencer will be probably working on this collection, how he will be included, and what are the main responsibilities for him/her. After he/she signs the contract we always have a first kick-off meeting that is usually held by the influencer. She/he would make a mood board upfront with visuals of what pieces he/she would like to do and how the collection should look like in terms of style. He/she can choose also to make a sustainable collection, use organic cotton, make different packaging, show his own models, it is all about his vision and we welcome every new creative idea. Based on this meeting our design team prepares the styles and we also add our own ideas and suggestions. We also prepare the categories and amount of pieces. We present this at the second kick-off meeting together with material samples from our suppliers. The goal of this second meeting is to go out of this meeting and have the same understanding how the collection will look like. Because upfront it might be that we prepare something, the influencer prepares something but it is not exactly what we need so we need to discuss and evolve it together so we have the same understanding after leaving this second kick-off meeting. After this meeting, we approach different suppliers and they send us the first samples which usually take 4 to 6 weeks. When we have the samples of every style we have agreed on the kick-off meeting we have the third meeting with the influencer where we present them on our fitting model. Sometimes one supplier makes it better than the other one, uses different materials, etc. During this meeting, we agree on the supplier, on the fabric, on the overall amount of styles, and note every change we would like to make. We would do almost everything to make the influencer happy so we also have the first fitting where the influencer still added some new products and brought something with them so even when we are really short on time we say that we can somehow manage to add them in. Normally after this first fitting, the variety and amount of articles are set and we order them from the chosen supplier. After 8 weeks we have a second fitting when the supplier sends us final samples of the pieces and we approve the fit. There are usually slight changes like make a t-shirt shorter. After that, it is fixed, and then the artist sees all the products in the marketing shooting.

So yeah it is two kick-off meetings and two fittings where the influencer needs to be personally or at least virtually and then in the contract we have agreed on the number of shooting days where they also, of course, need to be. It is usually marketing shooting and e-commerce shooting. And then it is launched. Then the real work for the influencer starts when he/she have to do the promotion. The artist must promote it on every channel – that is why it is really important that she/he likes the pieces and wears them every day. In the contract we normally have set a minimum of posts and stories we expect, but we also say as a partner in the first meeting if we want to create a really successful collection, the commitment from person behind is really important so we need him/her to be happy with the whole collection.

4. What are the main goals and benefits of these collections for About You?

The main benefit and also the reason why we create them is the differentiation from our competitors since the exclusive assortment is the main way how we try to position About You from other retailers. Everybody is just trying to have brands and collections that others don't. Nowadays it is harder and harder to get an exclusive brand that would be only sold on our e-shop, so this is a nice way how to create an in-house exclusive assortment that can only be found at AY. Then the main goal is, of course, to have really high revenues and also to higher the visits of our e-shop and revenues from other products without the need of additional marketing channels. Lastly one of the goals also might be to reach a new target group of audiences since it is much easier to do it with the right influencer who has his/her base of engaged fans rather than just make a TikTok campaign or something. Or as I already said to grow on the new markets, where we see a huge potential to grow.

5. How much is branding of About You involved in the influencer collections?

The brand of About You is a bit in the background with all those co-creations. Especially when it comes to capsule collections or final influencer brands. This means that we don't align with the brand team all the time to make sure if the vision of About You is represented in those collaborations because the influencer and his/her vision are more important so the collection is perceived as credible. But of course, when choosing the influencer we have in mind that they have to fit into our overall vision and mission since exclusive assortment is also blending into overall image of About You. If we have the most exclusive assortment in collaboration with the biggest fashion idols then everybody would think differently of us. So there is also a branding factor but not in our campaigns. It needs to reflect the influencer and it needs to be credible for his/her community.

6. What are the key metrics you analyze to measure the overall performance of these collections?

The main two metrics are Net Revenue and Contribution Margin, which is the difference between sales and the variable costs of the product. In the end, we also monitor discount rates. If the net revenue is not sufficient for us it means that something is wrong and we need to discount higher. When we for example have sold out but with a discount of 30 % then we say it is not successful. We don't usually look at social media performance since it is not the goal of these capsule collections.

7. Are these collections always successful?

No, we are still testing. There are so many capsule collections coming this year. Sometimes we don't know why the collection is not successful if it is because of not the right product, price, influencer didn't post enough about it, the pictures were bad... so it is really hard to evaluate why the collection is not successful.

8. What do you think are the main benefits for the influencer's audiences?

It depends, normally I would say, and how we also promote idol outfits is about getting the style of your role model/style icon. The fans want to identify with the idol and the artist can through the collection provide them something more with his/her personal style. Then for example, if there is an influencer who wears a lot of designer clothes we provide his/her fans his/her personal style but for a much more affordable price. When they get super powerful they

might forget that not everybody can buy this kind of clothes. The influencer might say that he/she doesn't want to collaborate with AY because, from his/her point of view, it is trash. In this case, we say of course you wouldn't buy our product but your audience can't afford the clothes you normally buy and via this collection you can show them, that they can also be stylish for less money.

9. Why should influencer co-create a collection with a fashion retailer instead of creating his/her own collection by himself/herself?

It is so much easier for the artist since we are in charge of the process and his main job is to only come up with his vision and then promote it as much as possible. We also present them the influencer brand LeGer, that once started as a capsule collection as a great example how one collection might end up as a personal brand, when the influencer really believes in it and is highly engaged during the whole process.

10. How do you pay the influencer?

Normally it is a fixed fee for the collaboration itself, the effort he/she puts in it, and then it is share of the revenue.

11. Do you think that influencer co-creation (in any kind of way) is the future of influencer marketing?

I think that it is not just the future it is the presence already. I think that all the influencers also looking for different ways to really work on a product or do things that they can relate with and they also want to be more credible and I think it is always more credible if he/she says *"Hey, I worked on this together with X company and it is with my name on it and I put my effort and vision in it."*