

Zalando neemt belang in softwareontwikkelaar Anatwine

Zalando heeft een aandeel van 20% genomen in Anatwine, een bedrijf dat gespecialiseerd is in verkoopsoftware waarmee grote modemerken de verkoop van hun producten via partners en marktplaatsen wereldwijd kunnen regelen. Voor Zalando betekent het belang in Anatwine dat het huidige en toekomstige brand partners kan helpen met het verkopen van producten via het Zalando platform. Deze investering bespaart Zalando één tot twee jaar aan eigen softwareontwikkeling.

Meer informatie vind je hieronder, net als quotes van van David Schneider, lid van de Raad van Bestuur van Zalando en Chris Griffin, CEO van Anatwine die je kunt gebruiken.

"We have acquired a strategic minority share of 20% in Anatwine. This means that we are entering a strategic cooperation that will see both companies accelerating the individual growth strategies.

With the Anatwine service, we can provide current and future brand partners with a highly customized and reliable integration solution enabling them to sell their merchandise through the Zalando platform. Brands are in own control of their stock and can directly connect to the customers through our platform, while, for Anatwine, Zalando is an important strategic element in its global fashion retailer network.

Anatwine is a strategic commercial partner of Zalando and will continue to operate independently. The partnership provides us with a capable integration solution without investing 1-2 more years in fundamental software development. Anatwine will be our preferred provider of integration services; however, we will continue working with other integrations services."

"With the Anatwine service, Zalando can provide brand partners with a highly customized and reliable integration solution. This close collaboration can extend our partnership with brands and help them to connect to customers through our platform. The investment highlights our trust and belief in the strength of the Anatwine team.,,

— David Schneider, Member of the Management Board, Zalando

“With this partnership, Anatwine wins Europe’s leading online fashion platform. The investment will allow us to accelerate both the success of our partnership with Zalando to date and the further development of our global network to deliver the future of fashion ecommerce.”

— Quote Chris Griffin, CEO, Anatwine

Some info on Anatwine:

Anatwine provides customized software integration services for large fashion brands to enable the sale of their merchandise through retail partners and marketplaces globally, creating the perfect stock mix in a live environment whilst enabling the brand to match the retailer’s customer promise (amongst others through Zalando since integration of Superdry to Partner Program in 2014). The company was founded in late 2013 by Chris Griffin, when he was still ecommerce director of UK fashion brand Superdry, and it is located in London and Cheltenham, UK. Anatwine currently has more than 50 employees, roughly two thirds of them being technical staff working on the proprietary software and integrations.
