

Equity financing for Anatwine led by Zalando

2016



Anatwine: SaaS platform that integrates leading fashion and apparel brands with online fashion retailers globally

“We’ve been working closely with Anatwine for several years already. The increase in our shareholding highlights once again our trust and belief in the strength of the Anatwine team and its technical capabilities. Our joint vision is to enable the digital business strategy of brand partners, to connect all the stock available and to create a relevant experience for customers. The deepening of our strategic partnership will see both our companies accelerate their individual growth strategies”

David Schneider, Co-founder of Zalando

Founded

2013

Employees

140

Annual growth

421%

M-o-M increase in sales

44%

Headquarters

Cheltenham,
UK

Connecting the world’s most successful brands to the world’s leading retailers

The Anatwine platform connects brands and retailer’s systems to enable a supplier fulfil model by integration of a brand’s products onto the websites of premium online fashion retailers.

With one single integration that can scale across multiple strategic partners, the Anatwine platform gives full visibility across the entire customer journey and supply chain, while providing huge costs savings and speed to market.

Anatwine has successfully signed and on-boarded many of the world’s top 200 fashion, apparel and sportswear retailers and brands such as Adidas, Zalando, NEXT, Harvey Nichols, Fashion Days, Reebok, House of Fraser, M&S, Superdry, ShangPin and Tmall.

Anatwine is transforming the fashion, apparel and sportswear retail model across the world

In May 2016, Anatwine announced a USD 12m financing round from its existing shareholders led by German online retailer Zalando, which also increased its 20% minority shareholding in the company as part of the transaction.

Zalando and Anatwine have already worked closely together for a number of years, and Anatwine has become an increasingly strategic technology service layer driving Zalando’s marketplace sales.

With the proceeds of the transaction, Anatwine will be able to continue to build on the technological innovations and capabilities already offered.

The deeper partnership will also enable Zalando to accelerate its strategy to become the ‘operating system’ for the fashion industry.

Stella EOC acted as sole advisor to Anatwine.