



C/2025/3121

28.5.2025

**Prior notification of a concentration**  
**(Case M.11854 – ZALANDO / ABOUT YOU)**

(Text with EEA relevance)

(C/2025/3121)

1. On 22 May 2025, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 <sup>(1)</sup>.

This notification concerns the following undertakings:

- Zalando SE ('Zalando', Germany)
- ABOUT YOU Holding SE ('About You', Germany).

Zalando will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of About You.

The concentration is accomplished by way of public bid announced on 11 December 2024.

2. The business activities of the undertakings concerned are the following:

- Zalando is a publicly listed online company active in the fashion and lifestyle space. Zalando operates as an online retailer and online marketplace. Zalando also provides ancillary services (fulfillment of orders, logistics and marketing) as well as platform integration software solutions.
- About You is a publicly listed online retailer active in the fashion and lifestyle space. In addition to its activities as an online retailer, About You provides ancillary services (fulfillment of orders, logistics and marketing). About You also provides e-commerce services through its SCAYLE platform.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed concentration to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.11854 – ZALANDO / ABOUT YOU

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission  
Directorate-General for Competition  
Merger Registry  
1049 Bruxelles/Brussel  
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<sup>(1)</sup> OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').