



Press Release  
Berlin, 28th November 2011

## **Team Europe founds ChicChickClub with Nikolaus Meyden and Jens Peter Peuckert**

- Prestigious supporters from the world of fashion on board
- ChicChickClub more than a new fashion brand: shoes, bags and accessories with inclusive advice from top stylists

**Berlin, 28th November, 2011** - The Berlin-based incubator Team Europe today announced the launch of the online shopping portal ChicChickClub. The enterprise has been founded together with fashion expert Nikolaus Meyden and Jens Peter Peuckert, who has gained many years of marketing experience. CTO Michael Heid as well as Lotta Weigeldt, Operations, also belong to the founding team.

"We are very satisfied with the launch," comments Lukasz Gadowski, partner and co-founder of Team Europe. "We are especially pleased that, amongst others, Dr. Oliver Pabst, Director at Bogner, joined us as business angel and member of the advisory committee for ChicChickClub. With his support, we now have the best possible set-up for purchasing and fashion expertise."

This is also one of the core competencies of Team Europe itself – with companies such as brands4friends, spreadshirt, Misterspex and mymuesli, the Berliners have already demonstrated their ability to launch e-commerce models successfully.

### **ChicChickClub – more than a new fashion brand**

The ChicChickClub is where fashion expertise meets modern technology. The customer begins with a free style check, where she answers questions on her fashion preferences in order to define her style type. Based on these results, top fashion experts such as Séraphine de Lima, Jennifer Hahn and Mads Roennborg present each customer with her individual shoe showroom every month – with matching accessories.

The products are exclusive to the ChicChickClub. And customers don't need to worry about their shopping budgets, either: €49.95 covers the quality, consultation and service costs. The first payment is not made until the first order is placed. Customers are not obliged to buy anything; membership can be cancelled at any time.



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**About the ChicChickClub:**

**Chic:** Fashion expertise at every level, from trend research to the production of the brand's own items and marketing based on the recommendations of the Club's three stylists.

**Chick:** A generation of self-confident girls and women who don't take themselves too seriously, approach life with a twinkle in their eye and have a passion for fashion and new styles.

**Club:** Fashion news, trends, gossip, contest, voting etc. ChicChickClub is the new social hub for the "style" generation.

**About the players:**

ChicChickClub was founded by Team Europe and 2 experienced players from the worlds of fashion and marketing: Nikolaus Meyden (CEO; 17 years' experience as businessman and manager in the fashion industry – Nicowa, OshKosh B'Gosh, Blacky Dress and the Escada Group) and Jens Peter Peuckert (CMO; 15 years' experience in leading positions at Vitra, Müller Media, IKEA, Jung von Matt).

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**About Team Europe:**

Team Europe founds Internet enterprises. The Berlin-based company operates internationally and currently has a portfolio of 10 of its own start-ups. The founders of Team Europe have already helped numerous successful Internet enterprises on their way, including Spreadshirt, studiVZ, brands4friends, Sponsorpay, Madvertise, Misterspex, Lieferheld and many more.

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