

ABOUT YOU is about all of us.

A shared, eco-friendly mission and a stand-out campaign brings more sustainable shopping into the limelight.



About ABOUT YOU

ABOUT YOU is one of Europe's fastest-growing fashion and lifestyle platforms, dedicated to promoting individuality and self-confidence through fashion with a growing commitment to second-hand, upcycled and more responsibly sourced pieces.

The challenge

A stronger commitment to sustainability is no longer a 'nice to have'—it's a necessity. And to turbocharge their game plan of encouraging consumers to make more informed decisions when it comes to more sustainable fashion, ABOUT YOU joined forces with Klarna, another brand devoted to environmental awareness.

ABOUT YOU^o × Klarna.

The solution

The message: why are we considering life elsewhere? The scope of resources being allocated to inhabiting other planets is eye-watering. We should be saving our own Earth.

That's why the joint F**k Mars campaign was launched. Three short films reminding us that Earth is precious—and sustainable shopping is a step, however small, in the right direction. Alongside ABOUT YOU's more sustainable offering—focusing on pre-loved and upcycled pieces—the campaign highlighted Klarna's flexible 'Pay in 30 days' shopping option.

“With this quirky and vibrant campaign, the entire team involved succeeded in highlighting and questioning the behavior and consumption of all of us in relation to sustainability - illustrated in an entertaining, light and snackable way that will stay in everyone's mind for a long time. This great result would not have been possible without the strong partnership, shared vision and commitment of all involved.”

– Carl Meyer, Brand Lead at ABOUT YOU



The impact

Propelled by our CO2-neutral media plan, the campaign generated millions of impressions and clicks through multiple channels, including national news, TV, out-of-home, social media and digital advertising. And while many honed in on the sustainability commitment, ABOUT YOU also saw a significant uptick in sales and orders.

Ultimately, there's still a long way to go to trigger change. But we do know this: a strong partnership built on shared objectives, a solid strategy and a drop of courage can be more sustainable, fuel growth and elevate the brand.

+25%

Sales volume

+49%

New customers

111M

Impressions

+31%

Order uplift

630k

Generated clicks

13M

Completed views

To learn more about Klarna, visit klarna.com/business

Industry: Fashion
Market/Year: Germany (2022)

ABOUT YOU × **Klarna.**