



Hamburg, 13.02.2018

PRESS RELEASE / superReal becomes part of Dept network

## superReal becomes part of DEPT

**Germany's largest e-commerce agency for fashion and lifestyle, sets the course for future growth and becomes part of DEPT, the international network of leading digital agencies.**

By joining as a key partner, superReal clients get easy access to a broader set of expertise in the fields of digital marketing, data and technology. The now 105-person agency strengthens both Dept's position on the German market and international e-commerce capabilities.

**Volker Will, founder and managing director of superReal:** *"By bundling our expertise, we can support today's e-commerce leaders even more in their digital business; from brand, to platform, smart data and digital marketing. Besides, joining Dept sets our course for further international growth whilst keeping the superReal culture alive. Exciting times ahead!"* superReal will work together with Dept's agencies at an operational level while preserving their existing management and DNA.

superReal has experienced an extremely successful development since its foundation in 1999 and gathered broad knowledge on integrating predominantly Spryker and Shopware technologies. With a 45% increase in sales and work for Nivea, OTTO, TOM TAILOR, Birkenstock and Weber, 2017 was another record year.

**Paul Manuel, co-founder of Dept:** *"superReal's creative and technical power, combined with Be Excellent, also known for their solid technical expertise, and digital*



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*marketing agency Trust Agents, creates a unique and all-in-one 'Dept solution' for e-commerce and lifestyle brands. Adding a great people culture and entrepreneurial spirit and you'll understand that we can't wait working together to create long-lasting impact within the German market."*

#### **About Dept:**

Dept is an international family of specialist digital agencies, headquartered in Amsterdam. With the addition of superReal, the network is expanding to 750 employees with a combined turnover of over 80 million Euro and offices in the Netherlands, UK, US, Germany, Ireland and Spain. [www.deptagency.com](http://www.deptagency.com)

#### **About superReal:**

superReal develops excellent e-commerce solutions for fashion and lifestyle brands from a single source: from digital strategy, concept, design and technical implementation to digital marketing and customer loyalty. The agency was founded in 1999 in Hamburg, employs 105 people and is managed by Oliver Cloppenburg, Jan Gutkuhn and Volker Will. Customers include companies such as adidas, AWG Mode, AppelrathCüpper, Bench, BIRKENSTOCK, BRAX, hessnatur, Liebeskind Berlin, NIVEA, s. Oliver, OTTO, Dorothee Schumacher, Sennheiser, Tamaris, Talbot Runhof, TOM TAILOR, Weber and Wempe. [www.superReal.de](http://www.superReal.de)



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### Press Contact

For further informations or personal interview requests with our management please don't hesitate to contact our PR Manager at superReal or at Dept.

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Download Photos of Management Board, Imagefilm and Logo:

<https://cloud.superreal.de/s/mLUAkcnsv36TPJo>