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# REBELLE

## PRESSE RELEASE

### HAPPY BIRTHDAY REBELLE

Hamburg, July 16th 2018 – Rebelle, the online marketplace for second-hand designer fashion, is celebrating its fifth anniversary. To mark the occasion, graffiti star IPMC aka Tronje Thole van Ellen has illustrated not only Rebelle boxes and new canvas bags, but also a limited number of vintage Louis Vuitton bags. Part of the proceeds will go to the charity initiative '#Rebelle with a cause', which supports girls and young women in Zimbabwe.

#### Cooperation with IPMC alias Tronje Thole van Ellen

Tronje Thole van Ellen is considered the shooting star of the young European creative scene. Under his pseudonym IPMC he is internationally celebrated for illustrations and video installations. For Rebelle, the Hamburg based artist has designed several birthday graffiti. These will be featured on the iconic green rebel boxes and new rebel canvas bags. They show well-known designer treasures such as bags, shoes or accessories. "It is inspiring to bring a free spirit, like mine, into the high-end fashion industry. Art and fashion are an exciting symbiosis," explains 27-year-old Tronje Thole van Ellen, who has already worked with Vivian Westwood and other luxury fashion brands.

#### Art-to-go: Limited number of Louis Vuitton vintage pieces

Tronje Thole van Ellen has embellished a limited edition of vintage Louis Vuitton bags with extraordinary designs for Rebelle. The colourful unique pieces are available to purchase on [www.rebelle.com](http://www.rebelle.com) with a price range of €490 to €1,200. "Graffiti has always been a sign of social disobedience. I like creating controversy and I think it is exciting to give a high-value luxury piece an added ideological value", explains the artist. Ten percent of sales will be donated to the children's aid organization Plan International. As part of the '#Rebelle with a cause' initiative, the company supports girls and young women in Zimbabwe to build a self-determined future.

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## Happy Birthday campaign

During the promotional period, from mid-July to September 2018, all Rebelle.com orders will be shipped in the limited-edition birthday boxes with IPMC illustrations. These not only come in a fresh, new look, but also have an innovative functionality: With the new easy-access design, customers can fill the decorative boxes both from above and the front, to use them to store their designer treasures. For any orders over €350, customers will also receive a complimentary new Rebelle canvas bag. Whether as a bag in bag, for cosmetics, daily shopping or a visit to the beach - the high-quality canvas bags are available in three sizes as a pouch, cosmetic bag or shopper with different designs. They are also available in the new Rebelle Essential Shop at [www.rebelle.com](http://www.rebelle.com) for €19 (S), €29 (M), €39 (L).

## Rebelle says thank you

Rebelle was founded in 2013 by Cécile Wickmann out of personal need. Trying to sell her pre-loved designer pieces with little effort, she was unable to find a company that offered a transparent and trustworthy full-service selling process. In August 2013 she founded one herself. To date, Rebelle now employs a total of 110 employees, has over 100,000 designer treasures online, customers in 29 countries and offices in Italy, the UK and the Netherlands.

"We owe our success not only to our great employees and our unique service, but above all to our fantastic customers. We are very happy about the trust they have shown us over the last five years and we would like to say thank you", says Cécile Wickmann, founder and CEO of Rebelle - StyleRemains GmbH.

## About REBELLE

Rebelle.com is the premier online marketplace for designer second-hand fashion and accessories. Customers can easily buy and sell preloved designer items. With the concierge service, Rebelle offers an all-inclusive service and takes over the entire selling process: from creating professional text and image materials to packaging and shipping. An expert team verifies the quality and authenticity of the articles and offers buyers a secure shopping

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experience. Rebelle.com is active in 29 countries and is operated by StyleRemains GmbH. The company's headquarter is located in Hamburg and it employs around 100 people. The company is run by its founders Cécile Wickmann and Max Laurent Schönemann. Rebelle's institutional shareholders include the early stage investor High-Tech Gruenderfonds, as well as the family offices North-East Venture and Friheden Invest.