

# GIVING TECHNOLOGY A HEARTBEAT

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# Love Magenta

About Love Magenta.  
More than just a corporate color.



LOVE MAGENTA represents high-quality fashion and lifestyle products that are suitable for the office or corporate events as well as for private life and leisure. This is why Deutsche Telekom constantly updates its collection – with different ideas and partners for a variety of target groups and occasions. Deutsche Telekom always keeps in mind the diversity of its community. After all, Deutsche Telekom wants to offer something for everyone: sometimes casual, sometimes edgy.







### Philosophy

More than 80% of our employees are proud of the Telekom brand and are happy to relate to it. LOVE MAGENTA gives them the opportunity to celebrate their belonging – sometimes loudly, sometimes very gently. Apart from our strong T-logo, the color magenta has a unique position.

Since 2016, LOVE MAGENTA has been creating an exclusive collection of clothing and lifestyle products that bring the philosophy behind the brand to life. The central element is the distinctive color magenta and its use in combination with exclusive fashion and product design.

These items are not only suitable for work, but also for your everyday life. Our goal is to create things that people simply love to wear and use. At the same time, LOVE MAGENTA is always a statement of solidarity with the Deutsche Telekom brand and the company.

Since autumn 2018, all LOVE MAGENTA goods have been available not only online, but also in our small, sophisticated pop-up store at the Deutsche Telekom headquarters in Bonn.

### Sustainability

Our goal is to fill your lifestyle with color and joy – but not at any price. That's why LOVE MAGENTA takes responsibility by continually keeping environmental and sustainability issues in mind in our daily work. Deutsche Telekom constantly monitors its production chains, materials, delivery processes, and packaging systems.

Recycling and upcycling are essential elements in our selection of products. When it comes to fiber mixtures, we take care to achieve a fine balance of materials. We do our best to reduce packaging or even completely avoid it. Furthermore, Deutsche Telekom increasingly uses recycled paper and plastic. Deutsche Telekom also has many items produced within Europe in order to minimize shipping distances.

We put a lot of time and effort into building partnerships that enable us to purchase small quantities and use modern, sustainable materials and production techniques. In this respect, Deutsche Telekom pays special attention to involving small and already sustainable production partners.



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