



WESTWING

WESTWING PARTNERS WITH MEISSEN TO LAUNCH AN EXCLUSIVE PORCELAIN COLLECTION

Exclusive collaboration reinforces Westwing's premium design strategy

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MUNICH, OCTOBER 21ST, 2024.

Westwing, Europe's leading Beautiful Living e-commerce platform, announces an exclusive collaboration with the renowned porcelain manufacturer MEISSEN. The partnership introduces a limited-edition collection of porcelain vide poche trays featuring letter designs from A to Z and the "&" symbol. The collection will be available exclusively at Westwing from November 5th, 2024.

"Our Westwing Collection x MEISSEN collaboration is a beautiful fusion of over 300 years of craftsmanship and modern, innovative design. The trays, made exclusively for Westwing and personalized with letters from A to Z, are limited editions and truly one-of-a-kind. Each piece is handcrafted and tells its own story, and I believe that's what makes them such wonderful, personal favorites," says Delia Lachance, Founder and Chief Creative Officer of Westwing.

MEISSEN, Europe's oldest porcelain manufacturer, brings centuries of expertise to this collaboration, aligning with Westwing's commitment of offering premium, well-designed products to excite people to create homes that unlock the full beauty of life.

Each tray in the collection reflects the precision and artistry that have made MEISSEN a global symbol of excellence. The partnership with MEISSEN allows Westwing to further expand its portfolio with a unique product that combines functionality with premium design, perfectly complementing modern living spaces. The trays are designed to combine both functionality and aesthetic appeal, with the MEISSEN crossed swords insignia hand-painted on the back of each piece, highlighting the attention to detail.

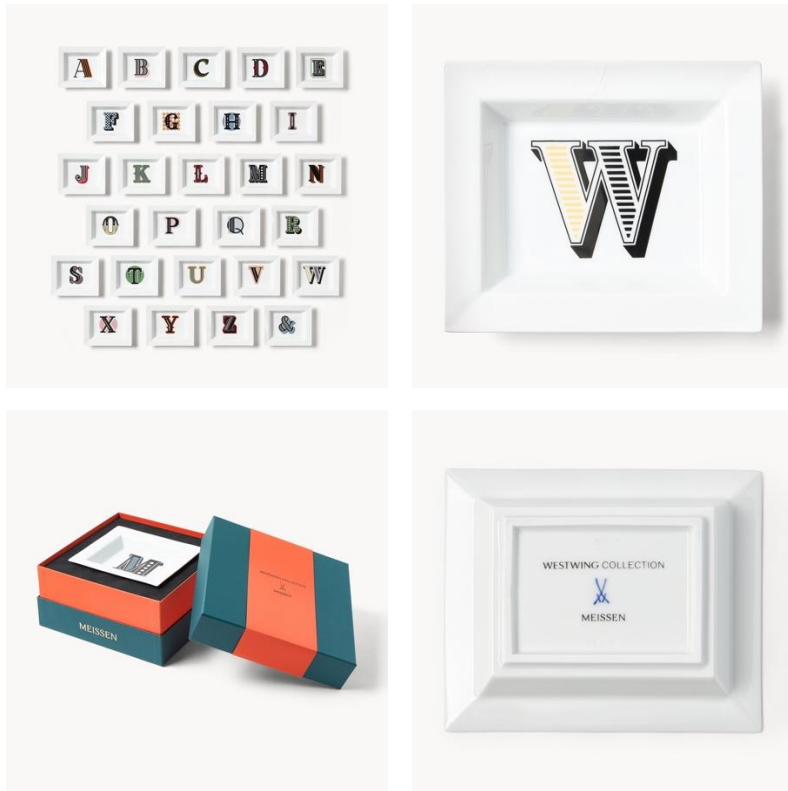
Dr. Tillmann Blaschke, CEO of MEISSEN, says: *"The collaboration with Westwing is a wonderful opportunity for us to share our passion and expertise in timeless craftsmanship with innovative design. With the Westwing Collection x MEISSEN vide poche letter collection,*

we not only create unique interior moments aligned with Westwing's 'Live Beautiful.' philosophy, but also foster synergies that bring the beauty and individuality of our premium products into our customers' homes."

This partnership underscores Westwing's strategic focus on curating exclusive collections with brands that resonate with its customer base, further differentiating its offerings in the premium Home & Living market.

To celebrate the launch, Westwing hosted an exclusive dinner on October 16th at the prestigious China Club in Berlin, Germany's most renowned private members-only club. The event gathered Westwing's executive team, including the Founder & Chief Creative Officer Delia Lachance, CEO Andreas Hoerning and CMO Rik Strubel, alongside notable guests such as model Stefanie Giesinger, actresses Gina Stieblitz and Jeanne Goursaud, actor Ben Dahlhaus, entrepreneur Dr. Emi, TV hosts Rabea Schif and Jennifer Knäble, influencers Sonia Lyson and Marcus Butler. Renowned photographer Clemens Porikys captured the evening's atmosphere, known for his authentic and natural style. The event set the stage for this exciting partnership, celebrating the blend of tradition and modern design.

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About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is now present in 12 European countries and has achieved a GMV (Gross Merchandise Volume) of EUR 481 million in 2023. As Europe's premium one-stop destination for Design Lovers we offer a unique brand experience with a carefully curated assortment of our Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Club-Sales, Stores, the B2B Service (Westwing Business) and our Westwing Design Service. Our team consists of more than 1,700 professionals working together on our shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.