



## WESTWING

# UNIFYING 8.6 MILLION FOLLOWERS UNDER ONE EUROPEAN INSTAGRAM COMMUNITY

Westwing announces strategic initiative to enhance community engagement, strengthen brand presence and establish Europe's largest Home & Living platform

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Westwing announces a significant milestone in its social media strategy—the consolidation of all markets’ Instagram accounts into a single, unified European account. With this transformative move, Westwing is now home to the biggest Home & Living community on Instagram in Europe, with 8.6 million followers.

This merger is a forward-thinking step to reinforce Westwing’s European presence by uniting diverse communities on one platform. It enables us to deliver consistent, engaging content that resonates with a broader, international audience. While celebrating different styles and local preferences, we will provide highly relevant and personalised content to our global community.

With this consolidation, Westwing is poised to seize the growing opportunities within the Home & Living sector across Europe. A global Instagram account enables us to boost our brand visibility, attract new followers, and drive higher engagement rates. By harnessing the collective power of our followers, we are building a more vibrant and active community, united by a shared passion for home and living.

From a business standpoint, this merger allows us to deliver a consistent brand message across Europe, making our marketing efforts more efficient and impactful. A single, cohesive strategy now drives our content, ensuring that our brand stands out more prominently in the competitive Home & Living market.

This Instagram account merger is an important step in strengthening Westwing’s position as Europe’s leading Home & Living brand. Together with our unified European community, we aim to empower millions to „live beautiful“ by inspiring them to create homes that reflect the full beauty of life.

## 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.

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