



Media Information

C&A unveils new brand strategy

- With the new brand campaign “You Do You & We Do The Fashion”, C&A will tomorrow launch the next step of its modernization strategy.
- The repositioning underpins the ambition to become a European consumer-centric fashion brand where consumers do not need to make compromises between a superior price value, modern and natural styles.
- It also highlights C&A’s perpetual commitment to values such as quality, and affordability but also sustainability and inclusiveness.

Dusseldorf, 14 September 2022 – As an essential part of C&A’s transformation strategy, the fashion retailer will tomorrow launch its new brand campaign. Following the key message “You Do You & We Do The Fashion”, C&A strengthens its position as a European consumer-centric fashion brand, catering to the consumers’ need for effortless, stylish and affordable clothing. While doing so, it highlights C&A’s perpetual commitment to values such as sustainability and inclusiveness.

The new brand strategy was created following an extensive market survey interviewing more than 14.000 consumers across six European countries and providing clear results: consumers prefer a brand that combines affordability, sustainability, quality and style. C&A now responds to these demands by offering collections of excellent value for money to make consumers feel good about themselves and suit their lifestyle. “Over recent years, we made crucial steps forward on our journey to becoming a modern fashion brand. In a fast-changing world, we want to be the trusted brand where consumers do not need to make compromises between a superior price value, modern and natural styles”, says Maik Kleinschmidt, Head of Marketing at C&A Europe.

Integral part of the brand campaign is a new imagery, built on emotional, stylish, natural, and authentic images that come to life in TV spots, Out-of-Home, communication in C&A stores and on digital channels across Europe. It will offer huge growth potential beyond established customers, addressing new consumer groups that are on a limited budget, but want modern and timeless fashion regardless.

About C&A

With over 1,300 stores in 17 European countries and more than 25,000 employees, C&A is one of Europe’s leading fashion retailers. Every day, C&A welcomes about two million visitors to its stores in Europe and offers quality fashion at affordable prices for the whole family. For further information, please visit our website: <https://www.c-and-a.com>

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