

New corporate design for LadenZeile.de

LadenZeile.de launches new brand identity and shopping portal in India

Berlin, 28th of January 2014 - The Visual Meta GmbH renewed the brand identity for the shopping portals LadenZeile and ShopAlike: As of now, the Berlin-based company comes with a new logo, a new corporate design and an optimized user interface on. Background is the unification of the international brand image and to make the brand stronger.

"With a comprehensive new corporate design, we want to strengthen the international brand profile of LadenZeile and ShopAlike further and give our brand a face," said Robert M. Maier, Founder and Managing Director of Visual Meta. "The aim is to make our shopping portals for existing and potential users worldwide more attractive and to position ourselves as the ideal starting point for a great shopping experience."

Adaptive design and intuitive navigation

Based on user testing and numerous analyzes of the performance of the now 16 shopping portals the appearance has been completely redesigned and developed. Both, the sites and the apps, were adjusted and provided with a fresh and friendly design. For an intuitive operation Visual Meta uses a simplified navigation, dynamic content and an adaptive design for its portals. The new logo - a stylized shopping cart - symbolizes the variety of product categories, offers and brands that users expect from LadenZeile and ShopAlike.

Entering the Indian market on the 5th birthday

Coinciding with the international redesign Visual Meta commits its fifth anniversary with the launch of its first shopping portal outside Europe: With ShopAlike.in all Indians have the opportunity to compare products and offers from numerous online stores on one site. With shopalike.in the brand LadenZeile and ShopAlike are represented in 16 countries worldwide.

To celebrate the redesign and the birthday LadenZeile is organizing a lottery. All LadenZeile visitors have the ability to win 5x100€ shopping vouchers for the partner shop of their choice until February 16th. Click here to participate: [LadenZeile is celebrating its birthday](#).

About Visual Meta:

"All shops, in one place" – Founded in 2009, Visual Meta GmbH today operates multiple shopping platforms under the brands LadenZeile and ShopAlike across Europe. On its websites, Visual Meta presents products from hundreds of online shops with the focus on fashion, furniture and lifestyle. The advanced product search and filter options allow users to not only find what they are looking for very quickly but also to compare prices across shops.

Visual Meta – based in Berlin, Germany - is part of the Axel Springer SE, a leading European Media Company. The company employs approximately 140 people and operates its services in 16 countries across the globe.

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