

A portrait of Harald Gutschi, CEO of Otto, sitting in a red armchair. He is wearing a white button-down shirt and glasses, with his hands clasped in his lap. The background is blurred, showing what appears to be a retail environment.

Zum Katalog adé, App! App! Hurra!

Harald Gutschi verkündet das Ende des Otto-Hauptkataloges. Die Erfolge mit Shoppen via App waren des Kataloges Tod.