

PRESS RELEASE

SEASIDE ESSENTIALS

Model and ABOUT YOU Idol Lena Gercke designs her first summer collection for the online fashion retailer

I'm packing my suitcase – and taking Lena Gercke's Seaside Essentials with me!

Lena Gercke will present her exclusive capsule collection for ABOUT YOU in Hamburg on 26 April 2017. It is the first time that an Idol from the ABOUT YOU community has designed a collection for the online fashion store.

Despite being unfussy, the collection is something special, featuring relaxed, wide cuts and light and airy fabrics – perfect for a summer holiday! Lena's inspiration and aim with the essentials collection was to be well dressed on holiday without taking too much luggage. Whether customers want something for a day out, to relax on the beach or to explore their destination, they are bound to find the perfect outfit.

Each of the ten trendy pieces in the collection – which consists of two pullovers, two dresses, one top, one tunic, two pairs of trousers and two bikinis – is a real highlight for itself. The garments are also perfect for mixing and matching with one another to create a host of different outfits.

The enchanting Greek island of Mykonos provided the ideal backdrop for the photo shoot. The Seaside Essentials go on sale on 27 April 2017, only at www.aboutyou.de.