



PRESS RELEASE

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AYFW - ABOUT YOU Fashion Week

“Exclusive for Everyone”: ABOUT YOU Makes Berlin Fashion Week Accessible to Consumers for the First Time with its Own Innovative Fashion Event Concept

- From 5 - 7 July 2019, ABOUT YOU will hold the very first AYFW - ABOUT YOU Fashion Week at Berlin’s ewerk venue. Up to 5,000 visitors along with numerous influencers and VIPs are expected to attend
- Besides a spectacular opening show, seven runways shows will showcase famous high-street brands
- With the innovative event concept, ABOUT YOU sets out to create a platform within Berlin Fashion Week, which offers a first, exclusive insight into the fashion world and allows consumers to experience fashion
- Visitors can expect a varied program consisting of seven impressive catwalk shows, personalized style advice from celebrity stylists, inspiring brand experiences, and much more at the innovative concept store
- Tickets for the ABOUT YOU Fashion Week will go on sale on May 27 at www.ayfw.de or www.aboutyou-fashionweek.de

ABOUT YOU is presenting the AYFW - ABOUT YOU Fashion Week as part of Berlin Fashion Week from July 5 through 7, 2019. For the first time, fashion lovers will be able to take part in numerous runway shows at Berlin’s ewerk venue. In a further premiere, these will also feature famous high-street brands. With this innovative event concept, ABOUT YOU is offering consumers access to the fashion week world, which is otherwise reserved exclusively for industry insiders. This creates an all-new platform as part of Berlin Fashion Week which brings together customers, brands, influencers, and the media. By implementing the AYFW, the online fashion retailer is also pursuing its strategy of breaking new ground in marketing and generating real experiences for customers.

“The AYFW is about making big fashion shows accessible for everyone who’s interested in fashion! We wanted to create a platform which offers consumers the chance to become part of the exclusive fashion week world,” said Julian Jansen, Content Director at ABOUT YOU.

The AYFW will kick off with a glamorous opening show on Friday, July 5. Top guests are expected to attend the spectacular show, including numerous VIPs and influencers such as Farina Opoku, Daniel Fuchs, Riccardo Simonetti, Sandra Lambeck, and many more. Fashion fans will also have a chance to win limited



tickets for the eagerly awaited opening show in the run-up to the event. There will be seven runway shows on the Saturday and Sunday, with tickets available exclusively for everyone to buy. On the catwalks, guests can expect an inspiring blend of wearable styles from the latest collections by well-known fashion brands, which can be bought straight from ABOUT YOU. For an even more glamorous experience, spectators will have the chance to occupy a seat in the desirable front row, which is usually reserved for invited journalists, VIPs, and influencers. Selected influencers from the ABOUT YOU Fashion Idol family will also have a special role as ambassadors at the AYFW. These so-called co-creators will report on the three-day fashion happening via social media channels and were also involved in shaping the wide-ranging themes covered by the AYFW ahead of the event.

In a further highlight, Germany's largest personal fashion brand — LeGer by Lena Gercke — will celebrate its catwalk premiere at the AYFW. Lena Gercke will stage her big fashion show debut personally with the help of her team.

The impressive fashion shows will be accompanied by a varied program of events at the ABOUT YOU concept store. Fans will be able to experiment with style makeovers, discover new looks, and pick up tips from the ABOUT YOU Fashion Idols' celebrity stylists. The idea of the concept store goes hand in hand with the brand's message, "It's all ABOUT YOU." Instead of dictating what people should wear, ABOUT YOU wants to inspire visitors during the ABOUT YOU Fashion Week and help them to express an infinite number of different personalities through fashion.

"With this innovative event platform, our aim was to make it possible to experience what we already successfully deliver online and in the ABOUT YOU app — inspiration and personalized style recommendations — offline also," explained Tarek Müller, ABOUT YOU cofounder and co-CEO.

Approximately 600 tickets will be available to purchase for each show being held at the ABOUT YOU Fashion Week. These will go on sale on May 27 at the official ticket shop, www.ayfw.de. The tickets cost between 12 and 20 euros per show. When buying tickets, fashion fans will also be able to separately select which shows they would like to attend to tailor their fashion weekend to their interests.

Even without a ticket, people will be able to get a taste of the AYFW as there will be a large outdoor area at the event site with numerous food trucks and an extensive entertainment program. This area will also be open to visitors without a ticket for either one of the shows or the ABOUT YOU concept store. The open-air arena will be accessible to the public for the whole of the fashion weekend and serve as a hub where people can come together and talk.



Profile of ABOUT YOU

ABOUT YOU digitized the traditional shopping trip and creates a personalized shopping experience on the smartphone. This means that the online shop fits the individual style of each customer; a shop that shows only relevant products and outfit suggestions for that customer is created. At ABOUT YOU, the customer is the focus. Thus, their infinitely many different personalities find their expression through fashion, which is supported by ABOUT YOU. In addition to the versatile inspiration at aboutyou.com, women and men between 18 and 49 years of age will find an assortment of more than 200,000 articles from over 1,200 brands. With over 11 million active users each month, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. The fashion technology company generated a turnover of 461 million euros in the 2018/19 financial year. With a company valuation of more than one billion US dollars, ABOUT YOU is the first unicorn from Hamburg.

ABOUT YOU GmbH was founded in 2014 as a subsidiary of the Otto Group and is now part of the group portfolio as an investee. The management team includes multi-company founders and digital experts Tarek Müller (30, Marketing & Brands) and Sebastian Betz (28, Tech & Product), as well as former Roland Berger strategist Hannes Wiese (37, Operations & Finance).

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