



## PRESS RELEASE

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### **AYFW—ABOUT YOU Fashion Week ABOUT YOU Celebrates its Fashion Week Debut with a Spectacular Opening Show, A-List VIPs, and Popular Brands**

- The online fashion retailer marked the beginning of the first AYFW—ABOUT YOU Fashion Week with a spectacular opening show at Berlin's ewerk venue on July 5, 2019.
- Top choreographer Marvin Smith was involved in staging the opening show along with AYFW co-creators Bonnie Strange, Riccardo Simonetti, Daniel Fuchs, and Sandra Lambeck. It presented the co-creators' exclusive personal looks, which fashion fans could subsequently order for themselves from ABOUT YOU
- The evening event attracted a host of celebrities: supermodel Karolína Kurková, model Jay Alvarrez, supermodel Coco Rocha, musician Bill Kaulitz, model Lena Gercke, presenter Janin Ullmann, presenter Viviane Geppert, and drag queen Violet Chachki all attended the opening
- Followers of fashion can look forward to seven more catwalk shows between now and Sunday, July 7, 2019, which will feature major high-street brands such as Adidas, Lascana, Dockers, LeGer, and MDLA (by and with Bill Kaulitz)

The online fashion retailer opened the first AYFW—ABOUT YOU Fashion Week with a spectacular show choreographed by Marvin Smith on Friday evening. Some 600 invited guests—including consumers and international superstars such as iconic model Karolína Kurková, musician Bill Kaulitz, model Jay Alvarrez, presenter Janin Ullmann, supermodel Coco Rocha, presenter Viviane Geppert, model and designer Lena Gercke, and drag queen Violet Chachki experienced the opening event live at Berlin's ewerk venue. On the runway, the mise-en-scène and personal looks put together exclusively for the opening show by the AYFW co-creators — Bonnie Strange, Riccardo Simonetti, Daniel Fuchs, and Sandra Lambeck — upped the glamour factor. The show featured the latest styles from popular brands like Levi's, Ralph Lauren, Hugo, Drykorn, Diesel, Mango, and Calvin Klein, which fashion fans could order from ABOUT YOU afterwards.

"The spectacular opening show is just the beginning of our first AYFW. Over the next two days, we want to make it possible for consumers to experience our vision of inspiration and personalized style recommendations offline also, in line with our motto, 'Exclusive for Everyone,'" explained ABOUT YOU co-founder and co-CEO Tarek Müller.

The event was followed by a lively after-show party at the trendy 808 Club Berlin, where the guests were treated to another highlight when the popular club DJ Harris aka DJ Binichnich took to the turntables to round off the opening night of the first AYFW.



Following the successful launch of the AYFW, followers of fashion can look forward to a total of seven catwalk shows by Adidas, Lascana, MDLA (by and with Bill Kaulitz), Dockers, SET, ABOUT YOU, and the debut of LeGer by Lena Gercke between now and Sunday, July 7, 2019. These are expected to attract many more influencers and VIPs. The AYFW's innovative program of events is rounded out by the ABOUT YOU concept store with its varied offering, which enables visitors to experiment with style makeovers and order the catwalk looks online by scanning a QR code. DJ sets and a range of talk formats focusing on various topics invite consumers to spend time at the concept store and can also be followed in the publicly accessible open-air arena via a live stream presented by Wana Limar.

What is more, all fashion fans who cannot attend the fashion weekend in Berlin can listen to the ABOUT YOU Fashion Week podcast—the first podcast by ABOUT YOU and top photographer Paul Ripke. Four episodes of the podcast will be available over the course of the weekend. The content creator has invited four very special guests to feature in the podcast: fashion idol Lena Gercke, singer Bill Kaulitz, and Melisa Dobrić, ABOUT YOU's "insta face" as well as ABOUT YOU co-founder and co-CEO Tarek Müller, will provide fascinating insights into the first ABOUT YOU Fashion Week and much more besides. The episodes will be available on iTunes and Spotify immediately.

By launching the AYFW—ABOUT YOU Fashion Week, the online fashion retailer is offering consumers access to the fashion week world, which is otherwise reserved exclusively for industry insiders. It is also creating an all-new platform as part of Berlin Fashion Week which brings together customers, brands, influencers, and the media. The perfect blend of streetwear, lifestyle, entertainment, and glamour will generate unique moments and make the AYFW an unforgettable fashion experience.

**You can download high-resolution images from the AYFW—ABOUT YOU Fashion Week here:**

**Getty All-Access-Link**

[https://www.image.net/AYFW\\_About\\_You\\_Fashion\\_Week](https://www.image.net/AYFW_About_You_Fashion_Week)

**Impressions of the fashion shows**

<http://www.reichertplus.com/en/pressroom/ayfw-about-you-fashionweek/>

**Video material of the fashion shows and the Red Carpets of the "AYFW - ABOUT YOU Fashion Week" can be downloaded [here](#).**

#### **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 250,000 articles from over 1,200 brands. With over 15 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, which corresponds to an annual transaction volume of over 2.3 billion euros. 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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