



PRESS RELEASE

Hamburg, July 7, 2019

AYFW—ABOUT YOU Fashion Week ABOUT YOU Celebrates a Successful Fashion Week Debut with Around 7,000 Visitors and Eight Catwalk Shows Spread over Three Days

- **ABOUT YOU held the first AYFW—ABOUT YOU Fashion Week from July 5 through 7, 2019, as part of Berlin Fashion Week. The innovative event concept offered consumers an exclusive insight into the fashion world for the first time and allowed them to experience fashion**
- **The three-day event included a spectacular opening show plus seven catwalk shows featuring major high-street brands such as Adidas, LASCANA, Dockers, SET, MDLA (by and with Bill Kaulitz), and LeGer by Lena Gercke**
- **The innovative program of events was rounded out by the ABOUT YOU concept store with its varied offering, which enabled visitors to experiment with style makeovers and order the catwalk looks online by scanning a QR code**

The stunning opening show attracted numerous international superstars—including 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—and was a successful start to the AYFW. It was followed by seven impressive catwalk shows featuring popular high-street fashion brands such as Adidas, LASCANA, MDLA (by and with Bill Kaulitz), Dockers, SET, ABOUT YOU, and the debut of LeGer by Lena Gercke, which attracted approximately 7,000 visitors and made the first AYFW—ABOUT YOU Fashion Week a huge success for the online fashion retailer.

“We are absolutely delighted with the fantastic response to this new event format. With the AYFW, we succeeded in creating a totally new platform which allows all fashion fans to experience big fashion shows and offers them the opportunity to become part of the exclusive fashion week world,” said Julian Jansen, Content Director at ABOUT YOU.

The launch of the first capsule collection by ABOUT YOU and top photographer Paul Ripke on Saturday evening attracted a host of celebrities. Earlier this year, Paul appeared in front of the camera as a judge in the “Style” category of the ABOUT YOU Awards. VIPs such as the actors Elyas M'Barek and Palina Rojinski and director Simon Verhoeven also flocked to the exclusive launch of the striking 24-piece ABOUT YOU x PARI menswear collection in the Skylounge of Berlin's ewerk venue.

At the heart of the innovative event, the ABOUT YOU concept store complemented the AYFW's varied program. It enabled visitors to try out new looks, experiment with style makeovers by some 20 top stylists, and order the catwalk outfits online by scanning a QR code. In line with the AYFW's motto, “Exclusive for Everyone,” there was also a publicly accessible open-air arena in the grounds of Berlin's ewerk, giving



followers of fashion without a ticket a chance to immerse themselves in the fashion week world as well. Visitors here could enjoy various talks curated by Dockers and the ABOUT YOU Pangea Festival team plus live streams from the red carpet and the catwalk shows. There was also live music by popular acts like Kelvyn Colt, Rola, Julianna, and Mashanda in the open-air arena throughout the weekend.

The first ABOUT YOU Fashion Week culminated with the catwalk debut of LeGer, the personal fashion brand created by ABOUT YOU Fashion Idol Lena Gercke. This featured summery, feminine looks from the new, limited collection "THE COTE D'AZUR EDITION." The premiere was an emotional event—no least for Lena Gercke, who made her first appearance on the runway as a designer rather than a model. "Taking to the catwalk with LeGer for the first time is such a fantastic feeling and it makes me really proud as a designer, of course. I would like to take this opportunity to thank the whole LeGer team and ABOUT YOU, who supported me in this project since day one," said Lena. The runway debut was also a very special occasion for ABOUT YOU. Just two years after its market launch, LeGer is already one of the fashion retailer's highest-revenue brands. It also belongs to the portfolio of top 50 brands and regularly ranks among ABOUT YOU's five best-sellers. The first fashion show dedicated solely to LeGer is the next step in the success story of Germany's biggest personal fashion brand.

The success of the first AYFW—ABOUT YOU Fashion Week is impressive evidence that ABOUT YOU has succeeded in creating an innovative new platform as part of Berlin Fashion Week and offering consumers access to the fashion week world, which is otherwise reserved exclusively for industry insiders. Thanks to an innovative event concept, the online fashion retailer made it possible for consumers to experience its vision of inspiration and personalized style recommendations offline also.

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

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](#).

About 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).



ABOUT YOU press contact

Nina Stoffel
+49 (0)40 6385 69212
presse@aboutyou.de

REICHERT+ COMMUNICATIONS press contact

David Reichert
+49 (0)30 2363 8384
ayfw@reichertplus.com