

PRESS RELEASE

Hamburg, 15 July 2021

"Kendall for ABOUT YOU": ABOUT YOU launches first drop with Kendall Jenner - available exclusively for 72 hours

On 25 July 2021, the fashion online shop ABOUT YOU presents its first drop with Kendall Jenner, one of the biggest and most famous celebrities and fashion icons worldwide. The drop comprises a total of 11 designs in different colourways, consisting of Kendall's everyday favourite pieces that reflect her personal style. Each individual piece is numbered and has a special code that includes Kendall's birthday: 11/03. "Kendall for ABOUT YOU" is available exclusively for 72 hours in all 23 ABOUT YOU shops across Europe, which is a premiere for the fashion online shop.

With 173+ million Instagram followers, Kendall Jenner is one of the biggest and most famous models in the world and inspires her followers with her individual style. It was not only her individuality but also her authenticity that convinced ABOUT YOU to create a drop with Kendall and make her style available to shop across Europe. With "Kendall for ABOUT YOU", the fashion online shop launches its first drop, which is available simultaneously in all 23 European ABOUT YOU markets. The special highlight: the drop is exclusively limited to 72 hours, starting on Sunday 25 July at 00:00 (CET). From 15 July ABOUT YOU customers and Kendall fans will have exclusive access to the sneak peek of the styles via [aboutyouexclusives.com](https://www.aboutyouexclusives.com) and will be able to sign up for a newsletter to catch up all the updates. A second drop is planned for autumn/winter 2021.

Each of the 11 pieces of "Kendall for ABOUT YOU" have a unique number code stitched onto it. It includes 11/03 which is Kendall's birthday. "Our goal with this campaign is to create hype among digital natives and make Kendall's unique style accessible to all ABOUT YOU customers. The drop itself has become very personal and is made up of Kendall's favourite pieces," explains Julian Jansen, Content Director at ABOUT YOU.

"I love basics. You can combine every piece in the drop as a mix and match. And the pieces are numbered according to my birthday," says the model herself. The shoot took place in Kendall's hometown of Los Angeles to show her in her usual and natural environment. The result is a very personal campaign that shows her as real and close as never before. Another premiere: Her dog Pyro, who was part of the shoot as a special guest. The campaign was photographed by the internationally renowned Zoey Grossman. Creative direction by Donald Schneider Studio.

The drop includes cool essentials with an elevated touch like soft shirts and tops, basic shorts and cropped jumpers, but also very special pieces like a slip dress or a bikini. In terms of colour, the styles focus on basic shades such as beige, taupe, black and white and are rounded off with trendy camel and red as well as soft green and ochre.

This summer drop "Kendall for ABOUT YOU" is the first of two planned drops. The 11 fashion pieces will be available from Sunday 25 July 2021 in all European online shops of ABOUT YOU in sizes 34 to 44 or XS-XXL and cost between 39.90€ and 79.90€.

High-resolution images of the campaign can be downloaded [here](#).

ABOUT YOU

ABOUT YOU digitizes the classic shopping stroll by creating an inspiring and personalized shopping experience on the smartphone. At ABOUT YOU the focus is on the customers, who are supported in expressing themselves individually through fashion. On the website aboutyou.com and the multi-award-winning ABOUT YOU app, customers find versatile inspiration and a range of more than 400,000 items from over 2,000 brands. With more than 30 million unique monthly active users, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. It is currently active in 23 European markets. With the ABOUT YOU Commerce Suite, the fashion tech company also offers its own e-commerce infrastructure as a licensed product.

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