

PRESS RELEASE

Hamburg, 21 September 2021

ABOUT YOU Fashion Week reaches over 1 billion media contacts and becomes one of the most successful fashion events in Europe

- **ABOUT YOU Opening Show with a unique world-class staging**
- **Collaboration with the world's leading fashion show production agency Villa Eugénie and renowned creative mind Etienne Russo, who has already directed shows for premium brands such as Chanel, DIOR, Versace, and Burberry**
- **National and international VIPs, artists, and influencers such as Will.i.am, Ufo361, Loredana, Bill Kaulitz, Leni Klum, Karolina Kurková, Eva Padberg, Lorena Rae, Lena Gercke, Marina Hoermanseder, Guido Maria Kretschmer, Xenia Adonts, the Elevator Boys, and supermodels Luka Sabbat and Iblamejordan watched the shows from the front row**
- **AYFW AW 21 generated a reach of more than 1 billion media contacts in print, digital, TV, and social within only several days**
- **All fashion show films and behind-the-scenes documentaries produced during the AYFW, e.g. with Leni Klum, Marina Hoermanseder, Etienne Russo, and many more, are now available on [Youtube](#), IG TV, and at www.aboutyou-fashionweek.de**

The spectacular ABOUT YOU show on Saturday evening, 11 September 2021, was the kick-off and at the same time the highlight of the ABOUT YOU Fashion Week. Conceived by the world-renowned production agency Villa Eugénie, the show set new standards and its staging was on a level with international fashion shows. Mountains of foam as one of the main elements of the show, an oversized cocoon that revealed the Belgian opera singer Benjamin Abel Meirhaeghe, as well as the creative interpretation of the question 'WHO ARE YOU' by the aura of the guests, were in contrast to the industrial, raw character of the Kraftwerk Berlin. The colourful representation of the aura, which could have been read out from the guests in the run-up to the show, was an essential part of the message of AYFW AW21. Therefore, also of the installation that created tension due to the imposing musical accompaniment.

Etienne Russo, founder of Villa Eugénie: “With purposefully placed contrasting elements, we created a unique atmosphere to contradict the powerful, brutalist location. My aim was to build up the opposite of what I had originally found there and to create a softness that was contradictory and yet went hand in hand with the rawness of the Kraftwerk. For this reason, the catwalk was also organically built into the set-up and foam was an essential key element of the show. The message 'Freedom of Identity' gave me absolute freedom in developing ideas - that was very special. The collaboration with ABOUT YOU was a fantastic challenge.”

The styles of the diverse model cast with fluid gender identities, different sizes, sexualities, and ethnic backgrounds also reflected the important message of 'Freedom of Identity' and broke with classic role models. The models, including Leni Klum, Lorena Rae, and Jazzelle Zanaughtti aka uglyworldwide, wore looks created by ABOUT YOU from the latest collections in combination with selected second-hand pieces from the Second Love category and unique pieces from the upcycling collection ReBirth Studios.

Julian Jansen, Content Director ABOUT YOU: “With the AYFW AW21, we provided our guests, fans, and followers top-level content from every perspective: 13 live fashion show productions with the leading international production agency Villa Eugénie, an Experience Area for all guests to interact with the brands, TikTok production areas, live shopping events with the faces and designers of the personal brands, artist documentaries with Leni Klum, among others, and the fashion show films directed by Vitali Gelwich. Due to our content level and international audience, we realized that we want to be more than ‘just’ a part of the Berlin Fashion Week. We are already planning to make the upcoming AYFW even more international, bigger and independent.”

The AYFW AW21 generated 1.09 billion media contacts in the first week after its release in print, digital, TV, and social, making it one of ABOUT YOU's biggest event successes. The live shopping shows, a modern interactive format that allows customers to enjoy a show by their idols live via the ABOUT YOU app and shop at the same time, also generated a huge amount of interest. Presenter Alexandra Maurer, together with designers like Bill Kaulitz, Dan Fox, Lena Gercke, and Guido Maria Kretschmer, led the audience through the live shopping event - 30 minutes of fashion inspiration, shopping recommendations, and thrilling conversations.

Tarek Müller, Co-Founder and Co-CEO: “With the overwhelming success of the AYFW, we set new standards. The high organic reach and the additional sales of the innovative live shopping shows have enabled us to boost our brand. Now we are another big step closer towards our vision of becoming the leading global fashion platform and digitising the traditional shopping trip.”

Leni Klum kicked off the individual brand shows with her first own collection *LENI KLUM x ABOUT YOU*. Leni was supported by her friends, who not only came along to cheer her on from the audience, but were also on the runway together with her. Marina Hoermanseder, Lena Meyer-Landrut with her personal brand *a lot less by Lena Meyer-Landrut*, and Kyla Shyx with her collection *SHYX x ABOUT YOU* also debuted at AYFW. Marina Hoermanseder presented her new sub-brand *HOERMANSEDER* - the first capsule collection *HOERMANSEDER x ABOUT YOU* was celebrated full of power in the style of the 90s. Lena Gercke's third fashion show at the AYFW already convinced with looks in 70s style according to the motto 'New Perspectives'. Guido Maria Kretschmer was inspired by Parisian flair at his first show at AYFW and created a contrast between the urban city and nature on the catwalk.

The unique shows of the high-street and premium brands Lascana, Levi's, Adidas, Esprit, Jack & Jones, and DENIM Tom Tailor also interpreted the AYFW motto for themselves: various models, live acts and video animations delighted the numerous guests and captivated them not only, but also transported them to different themed worlds.

The invited guests were able to enjoy the comprehensive 360-degree experience in the Experience Area, a specially constructed concept store and an innovative TikTok set. Top-class VIPs such as Will.i.am, Bill Kaulitz, Karolina Kurková, Kevin-Prince Boateng, Eva Padberg, Berlin's mayor Michael Müller, Lena Gercke, Leni Klum, Lena Meyer-Landrut, Luka Sabbat, Lorena Rae, Loredana, Guido Maria Kretschmer, Nikeata Thompson, Ufo361, Noah Becker, and Elena Carrière watched the shows at Kraftwerk Berlin with interest in the front row. Among the guests were content creators such as Xenia Adonts, Lisa-Marie Schiffner, Faye Montana, the Elevator Boys, Riccardo Simonetti, Kayla Shyx, and many more, who took their social media community to the AYFW with them.

Fans and followers of the AYFW who were not able to attend can relive the high-quality produced fashion shows. The after-movies are now available on [Youtube](#), IG TV, and www.aboutyou-fashionweek.de.

High-resolution images of the ABOUT YOU Show, the 12 Brand Shows and the Red Carpet can be downloaded [here](#).

The ABOUT YOU Fashion Week was implemented in strict compliance with a comprehensive hygiene concept and applicable regulations.

[ABOUT YOU](#)

ABOUT YOU digitises the classic shopping stroll by creating an inspiring and personalised 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 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 26 European markets. With the ABOUT YOU Commerce Suite, the fashion tech company also offers its own e-commerce infrastructure as a licensed product. The shares of ABOUT YOU are listed on the Frankfurt Stock Exchange and have been admitted to the SDAX[®] index in September 2021.

[Media Contact ABOUT YOU](#)

Ann-Christine Klesper | Corporate Communications

presse@aboutyou.com

+49 (0)40 638 569 212

[Media Contact AYFW](#)

Reichert+ Communications | Clara Behnke and Vivien Gilow

ayfw@reichertplus.com

+49 (0)30 23 63 83 84