

Final countdown: In three days, the ABOUT YOU Fashion Week starts with world-class show productions and US rapper will.i.am as a special guest

- ABOUT YOU Fashion Week Autumn/ Winter 21: from 11 to 15 September 2021
- Top-class national and international guests, including special guest US rapper will.i.am, US model and influencer Luka Sabbat, Leni Klum, Karolína Kurková, Lena Gercke, Guido Maria Kretschmer, Loredana, Bill Kaulitz, Xenia Adonts, and Lorena Rae
- As a newcomer at the AYFW, creator and fashion talent Kayla Shyx presents her collection "SHYX - exclusive for ABOUT YOU" on the runway
- Around every fashion show, there will be a 360° experience event with workshops, drinks, and community activations
- Press talk with Bill Kaulitz, Lena Gercke, Co-CEO Tarek Müller, and ABOUT YOU Content Director Julian Jansen offers exclusive insights
- Exclusive launch of the ABOUT YOU Live Shopping Shows with i.a. Lena Meyer-Landrut, Marina Hoermanseder, and Bill Kaulitz via the ABOUT YOU app or mobile at <https://www.aboutyou.de//live-shopping>

Hamburg, 8 September 2021 - ABOUT YOU is the fashion online shop for individual style and this is also conveyed by the ABOUT YOU Fashion Week Autumn/ Winter 21: With the message "Freedom of Identity", ABOUT YOU wants to break with classic role models, dissolve binary identities, and promote tolerance. This important message will not only be interpreted individually in the fashion shows but also visually and conceptually taken up in all areas of the location.

Guests can expect a spectacular ABOUT YOU Fashion Show as well as 12 unique brand shows, which will be realized as live productions and which they can watch live on site. In addition to Leni Klum, Lena Gercke, Guido Maria Kretschmer, Marina Hoermanseder, and Lena Meyer-Landrut, among others, ABOUT YOU welcomes one of the most successful German Youtubers Kayla Shyx, who will present her collection "SHYX - exclusive for ABOUT YOU" on the runway. Moreover, other national and international VIPs and influencers will be part of AYFW - including US rapper and songwriter will.i.am, US model and influencer Luka Sabbat, Karolína Kurková, Bill Kaulitz, Eva Padberg, Elena Carrière, Janin Ullmann, Xenia Adonts, Loredana, Daniel Fuchs, Riccardo Simonetti, Achraf, Sandra Lambeck, and many more.

"Since the first AYFW in July 2019, we have proven ourselves in the Berlin Fashion Week with strong messaging, highest creativity, and visuality in the target group. With AYFW AW 21, we take one step further and show that our fashion show productions have long been able to compete with the world-class level. We seek to develop the AYFW into THE

international fashion hype event and thus break up the classic Fashion Week culture. We are looking forward to celebrating fashion and the people who wear it with numerous international VIPs and creators," says Julian Jansen, Content Director at ABOUT YOU.

In the run-up to the big opening show on the evening of September 11, the ABOUT YOU Fashion Week will be introduced by a press talk. Alongside ABOUT YOU co-CEO Tarek Müller and ABOUT YOU Content Director Julian Jansen, musician, and designer Bill Kaulitz, as well as entrepreneur and model Lena Gercke will be part of the talk. Moderated by Janin Ullmann, exclusive details and insights into the third AYFW, the strategic direction of ABOUT YOU and the background of this year's overarching motto will be part of the dialogue.

In Kraftwerk Berlin, then, the guests immerse themselves in the Experience Area, where the focus is on the human aura as a creative interpretation of the motto. The aura is as individual as one's own identity and should represent the visual answer to the question 'WHO ARE YOU?' As a special extra, each guest can have their aura readout and thus become part of the spectacular staging of the ABOUT YOU show: The colorful visualisation of the aura of all guests is used as an impressive installation of growing mountains of foam on the runway set-up. Responsible for the unique show concept and the production is the world's leading fashion show production agency Villa Eugénie.

All styles of the ABOUT YOU show are presented by a diverse model cast with fluid gender identities, different sizes, sexualities, and ethnic backgrounds. The looks are put together by ABOUT YOU from current collections in combination with selected second-hand pieces of the Second Love category and unique pieces of the upcycling collection ReBirth Studios. Afterwards, selected collection pieces can be discovered in a spherical atmosphere in the concept store set up especially for the AYFW.

Another highlight and new to the AYFW program are the ABOUT YOU Live Shopping Shows. Host Alexandra Maurer, together with celebrity designers Guido Maria Kretschmer, Lena Meyer-Landrut, and Marina Hoermanseder, will guide visitors through the collections, most of which can be purchased directly from the runway. Additionally, Bill Kaulitz with MDLA and Daniel Fuchs with Dan Fox Apparel will also present their latest styles live and interact with their fans and followers. The live broadcast via the ABOUT YOU app or mobile at <https://www.aboutyou.de//live-shopping> enables a personalised and interactive shopping experience. All live streams will also be available afterwards.

Fans and followers, who are not present on site, can expect the very exclusive experience of AYFW at home with elaborately produced fashion show films by director Vitali Gelwich. All shows will be available on [Youtube](#) and ayfw.de just a few days later and thus convey the 'Freedom of Identity' movement of the ABOUT YOU Fashion Week.

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 group's shares have been listed on the Frankfurt Stock Exchange's Prime Standard in June 2021.

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