



PRESS RELEASE

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LENI KLUM x ABOUT YOU: The fashion online shop launches an exclusive Capsule Collection with LENI KLUM

On 18 October 2021, ABOUT YOU and LENI KLUM are launching their Autumn/ Winter 2021 Capsule Collection. The fashion online shop is the first company worldwide entering a fashion collaboration with her. LENI KLUM x ABOUT YOU comprises a total of 44 pieces with an easy-to-wear character inspired by LENI's style. At the beginning of September, the trendy casual designs were presented exclusively to selected fashion fans and content creators at the ABOUT YOU Fashion week.

The newcomer model already inspires over 1 million followers on Instagram with her individual as well as her commercial look. The authentic style, which reflects the current Y2K-fashion trend and appeals to a young audience, was the key factor behind ABOUT YOU becoming the first mover to create a Capsule Collection with LENI KLUM. "At ABOUT YOU we are very proud that we were able to accompany LENI KLUM on her first steps with her very first capsule collection. With LENI KLUM x ABOUT YOU we are together building a foundation for a new generation fashion icon who stands up for important issues and incorporated these into the collaboration", explains Sofia Hagemeyer, Team Lead Exclusive Cooperations at ABOUT YOU.

Overall, the collection is an urban interpretation of a contemporary collection: bright and eye-catching colours, wearable comfy pieces that can be easily mixed and matched, and oversized cuts inspired by workwear, offering a wide range of basics for every occasion.

In addition, the first collection of the 17-year-old model particularly stands for inclusion: "From the very beginning, it was clear to me that the top priority of my first collection should be that everyone feels comfortable in my styles. Everyone should feel addressed by the different cuts and designs. I hope my pieces become favorite every day staples. I am so happy and proud of how each item has turned out", says LENI KLUM. Each of the 44 pieces is very closely based on her own style and the style of her friends. For LENI, it was important to create new pieces that she had always been looking for.

On 12 September, the collection was presented for the first time to a selected audience of VIPs, influencers and the press at the AYFW in Berlin with an individual brand show. LENI herself opened the show and was supported on the runway by her five best friends. The all-size models who presented the collection on the catwalk emphasised LENI's important claim that everyone should feel completely comfortable in her collection.

The campaign shoot took place in Berlin at Spreegraben Studio. Overall, the set-up was kept very clean, following the concept of the fashion show at the ABOUT YOU Fashion Week A/W21: The focus was on a special photograph of LENI's crystal blue iris, captured by star photographer Rankin. The result is a campaign that focuses on LENI KLUM and shows her as a young iconic woman.



The 44 fashion pieces will be available from 18 October 2021 in all online shops of ABOUT YOU. The styles cost between 19.90€ and 99.90€ and are available in sizes XS to XXL.

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

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 were admitted to the SDAX® index in September 2021.

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