

**PRESS RELEASE**

Hamburg, 30 November 2021

**"Kendall for ABOUT YOU" finally launches the main Fall/Winter drop with a very personal campaign: Kendall takes her fans back to her childhood dream of living on a horse ranch**

On 4 December 2021 at 6pm (CET), the fashion online shop ABOUT YOU finally presents its main and thus the second drop with Kendall Jenner, the renowned fashion icon. The Fall/Winter drop consists of more than 40 limited and elaborate pieces made of high-quality materials with a strong fashion focus. All pieces are once again inspired from Kendall's own style. A particular detail of the campaign is that Kendall invites us to a very personal place: a horse ranch. "Kendall for ABOUT YOU" is exclusively available from 6 pm (CET) in all 26 ABOUT YOU shops across Europe. Fans who sign up on [www.aboutyou.com](http://www.aboutyou.com) will get early-shopping access to the drop 24 hours before the official launch.

After the great success of the first teaser drop in July this year, ABOUT YOU and Kendall Jenner are launching the main drop for Fall/Winter. The new campaign was shot on a horse farm in L.A. and presents Kendall in a very personal setting: Together with ABOUT YOU she walks down memory lane and reveals her safe place to her fans. "I love horses, it's a childhood dream of mine and I always dreamed about being in the middle of nowhere on a ranch with a bunch of animals," says Kendall.

While the first drop included Kendall's favorite everyday pieces, this second drop has been expanded to include more fashionable pieces for special occasions like an empowering suit, or burgundy leather trousers alongside more comfortable basics.

"After the success of our small teaser drop, we are now going a step further and presenting the main drop to our customers. Kendall will reveal over 40 limited pieces of more fashionable silhouettes with a focus on high quality materials and special cuts. Furthermore, the pieces are once again numbered with a unique code that includes Kendall's birthday, making the drop more personal," explains Julian Jansen, Director Content at ABOUT YOU.

The shooting location in L.A., very close to Kendall's childhood neighborhood, so there is a strong personal and emotional connection for the model. "I am definitely a tomboy and I love everything in this drop because the pieces are really the basics that I wear in my daily life. I feel like this is me on my future ranch just like going out in my pair of comfy sweats to feed the horses at night before I go in for dinner with the classy elegant suit," says the model. The result is a very personal campaign that captures all these strong feelings. It was photographed by the internationally renowned Zoey Grossman. Creative direction by Donald Schneider Studio.

The exclusive styles will be available from 4 December 2021 in all 26 European ABOUT YOU online shops in sizes 34 to 44. The price range goes from 24.90€ to 199€. From today on, fans who sign up

on [www.aboutyou.com](http://www.aboutyou.com) will get early-shopping access to all pieces 24 hours before the official launch.

**High-resolution images of the campaign can be downloaded [here](#).**  
**The Hero-Video can be found [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](http://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 SCAYLE, 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<sup>®</sup> index in September 2021.

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