

**PRESS RELEASE**

Hamburg, 27 May 2022

**ABOUT YOU Awards 2022: These are the winners**

Last night the ABOUT YOU Awards celebrated their international debut and took place for the first time in the fashion metropolis Milan. The unique award show with a social-first approach was hosted by NikkieTutorials, who presented the awards to the lucky winners. The most influential digital creators in Europe were honored in five categories as well as this year's 'Idol Of The Year'. Star guests of the evening were Karolína Kurková and Chiara Ferragni with their sisters Valentina and Francesca, as well as her husband Fedez, Ester Expósito, Elisabetta Canalis and many more international VIPs like Chiara Biasi, Toni Mahfud, Dennis Schröder, Luka Sabbat, Loredana, Achraf Ait Bouzalim, Rúrik Gíslason, Younes Zarou, Mariano Di Vaio, Stefanie Giesinger, Emilio Sakraya, Christina Bompa, Jorge Gonzalez, Paulo Borges, Gizem Emre, and many more.

An overview of the winners of the ABOUT YOU Awards 2022:

**Idol Of The Year: Khaby Lame / @khaby.lame**

**Style: Nic Kaufmann / @nickaufmann**

**Entertainment: Elevator Boys / @elevatormansion**

**Empowerment: Leeroy Matata / @leeroymatata**

**Digital Creation: Be Fernandez / @befernandezart**

**Live: Move Mind / @move\_mind**

**All the images and video material from the evening can be found [here](#).**

**Further information at <https://www.aboutyou-awards.com>**

**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 500,000 items from over 3,500 brands. With more than 45 million unique active users per month, 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® index in September 2021.

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