

**PRESS RELEASE**

Hamburg, 23 May 2022

## **ABOUT YOU Awards 2022 - the countdown is running: NikkieTutorials will host the Europe-wide show and these VIPs will attend the event**

- **The ABOUT YOU Awards will premiere internationally in Milan on 26 May 2022**
- **Unique award show with a social first approach: all guests will share the exclusive experience with their community**
- **Interactive 360-degree event followed by an exclusive after-show party**
- **The host of the evening is TV host and content creator NikkieTutorials, who also presented the Eurovision Song Contest in 2021**
- **Star guests of the evening are Karolína Kurková and Chiara Ferragni with her sisters Valentina and Francesca**
- **Numerous international guests and VIPs, including Luka Sabbat, Rúrik Gíslason, Luna Schweiger, Paulo Borges, Vanessa Martins, Wejdene Chaïb, Emilio Sakraya Moutaoukkil, Mrs. Bella, Elena Carrière, Christina Bompa, Daniel Fuchs, Šarlota Frantinová, Mariano di Vaio, Achraf Ait Bouzalim, Stefanie Giesinger, Xenia Adonts and many more.**

Only three days to go: the ABOUT YOU Awards will be hosted for the first time on an international level and all of Europe will celebrate with them. Not only will there be 50 international nominees on site - also the top-class guests and VIPs will come from all over Europe to honor the most influential content creators at this year's award show in Milan together. The evening's star guests are the internationally recognized supermodel Karolína Kurková and Digital Entrepreneur Chiara Ferragni together with her sisters the social media personalities and entrepreneurs Valentina and Francesca. Further special guests are, among others, American model and content creator Luka Sabbat, former Icelandic professional soccer player Rúrik Gíslason, German actress Luna Schweiger, Portuguese singer, actor and YouTuber Paulo Borges, Portuguese actress Vanessa Martins, French R&B singer Wejdene Chaïb, German actor and musician Emilio Sakraya Moutaoukkil, German YouTuber Mrs. Bella, German model Elena Carrière, Greek content creator Christina Bompa, German entrepreneur Daniel Fuchs, German designer Achraf Ait Bouzalim, German model and content creator Stefanie Giesinger and content creator Xenia Adonts. Another international star has been secured to host the spectacular social media event: NikkieTutorials, who will guide through the interactive evening and present the awards to the lucky winners.

It is going to be the first award show, which is executed completely with a social first approach. Not only the awards show, but also the pre-event and the after show party are merged on a 7.000qm experience area. At the center of the ABOUT YOU awards 2022 is the 360 degree-experience for the 1.500 invited guests from all over Europe: an award show by the community for the community.

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

## ABOUT YOU

ABOUT YOU digitises the classic shopping stroll by creating a 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](https://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® index in September 2021.

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