

**PRESS RELEASE**

Hamburg, 24 June 2022

ABOUT YOU x Marie von Behrens: The second premium collection presents timeless spring/summer styles

After the successful debut of the first ABOUT YOU premium collection, the fashion online shop and fashion blogger Marie von Behrens-Felipe again impresses with a unique campaign that shows Marie from her most honest and unpolished side. A nostalgic summer feeling that makes you dream of salty skin and warm sand. The 38-piece collection will be available exclusively on aboutyou.com from 11 am on 24 June 2022.

With the second joint collection by Hamburg-based Marie von Behrens-Felipe, the fashion online shop ABOUT YOU is expanding its slow fashion range: 'With our premium category, we are committed to the use of high-quality materials and the longevity of products. And that's exactly the vision we share with Marie. She transports her favourite styles and her demand for quality and fit into her second collection and gives our ABOUT YOU customers the opportunity to effortlessly create their wardrobe staples and classics', says Sofia Hagemeyer, Team Lead Exclusive Cooperations at ABOUT YOU.

All styles embody a high range of high-quality materials. These include flowing dresses in elegant silk, loose jumpers in soft cashmere, easy-fitting trousers in linen and classic slipovers in natural cotton. The collection's highlight is a denim set of trousers and a jacket in a soft cream inspired by Marie's favourite denim pieces. In addition, the bestseller from the autumn/winter collection, the turtle neck jumper, has been reinterpreted for the spring/summer collection. The new summer version is made of a materials mix of silk and cashmere and comes without a collar but in the same fit and with extra-long sleeves.

'With the second premium collection, it was essential to create timeless summer styles that can be easily combined with the first collection. We brought back the suit pants and long knit pants, which work all year round. As in the first collection, we paid a lot of attention to the quality of fabrics and chose cuts that offer comfort and are stylish simultaneously', says Marie von Behrens-Felipe.

Inspired by the warmth of summer, the fashion blogger's second collection features soft, natural earth tones such as beige, brown and pale khaki green. Paired with classic colours like off-white, navy blue, grey and black, they create the perfect colour palette for timeless wardrobe staples.

Marie inspires over 1 million Instagram followers worldwide with her naturalness every day. The delicate fabrics and high quality are the essence of Marie's personal style and are further highlighted by the special campaign setting, which was produced in Los Angeles at El Matador Beach, a beach-front bluff just below the Pacific Coast Highway in Malibu. The styles were shot by the Italian photographer Luca Campri, well-known throughout Europe and who also captured the first collection. A mix of pure black and white

ABOUT YOU[®]

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Marie von Behrens

photography and summery colour images gives the campaign a timeless and unique feel that transports the viewer directly to the beach and reminds them of a warm summer. The time of year when you wear light clothes, are free and feel your purest self.

The 38 collection pieces will be available in the ABOUT YOU online shop in sizes 34-44 from 11 am on 24 June 2022. The styles cost between €29.00 to €189.00

Download high-resolution campaign imagery and pack shots [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 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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