

PRESS RELEASE

Hamburg, 14. September 2022

Karolína Kurková Originals: The international supermodel and ABOUT YOU present the new Fall/Winter collection 2022 and add exclusive new highlights to the expanded assortment

On 14 September 2022 Karolína Kurková and the fashion online shop launch the Fall/Winter 2022 collection of the shoe brand Karolína Kurková Originals. Special highlight: For the first time Karolína also created selected jewellery pieces and accessories for the cold season, thus rounding off the perfect outfit for the modern woman. All styles are available exclusively on [aboutyou.com](https://www.aboutyou.com).

This Fall/Winter season, fans of the brand Karolína Kurková Originals can look forward to a new shoe collection. As part of the successful collaboration between Karolína Kurková and ABOUT YOU, the brand is expanding its range to matching accessories and jewellery. Karolína Kurková Originals wants to empower women to be inspired by Karolína's power as a successful entrepreneur, model and mother and to encourage them to be self-confident. The exclusive brand represents contemporary shoes and accessories that complete any outfit. Accessories play an especially important role in Karolína's styling, as they add a touch of elegance and personality to every outfit.

There is a suitable eye-catcher for every occasion: from classic accessories such as hats and scarves in modern varieties and colours, to jewellery that varies from simple and everyday, to exciting party jewellery. In addition, the diverse shoe collection, made of high-quality genuine leather, features cool boots with distinctive grip soles, elegant boots and ankle boots with different heels and shapes. This season's colour range focuses on warm brown tones with contrasting pink highlights that are timeless and easy to combine. The collection also links up thematically in its diversity of new styles – while September is all about cool and casual fall outfits, the upcoming drops present "anytime boots", which will be a special highlight for any event. By the end of the year, Karolína starts the party season with glittering jewellery and specials for Christmas/New Years' time.

The collections campaign and the photoshoot in Italy took all these aspects into account. Shot in Sicily, the campaign captures the special experience of getting to know and exploring a small, old fishing village. The setting invites everyone to follow Karolína and her friends through the sleepy streets and to participate in their exploration of the place and its inhabitants. From moments in cosy Italian cafés to meeting Sicilians, to exciting party nights with friends – Karolína shows how diverse, authentic, modern and easy her collection can be styled and combined in everyday life.

The Styles of Drop 1 from the new collection will be available from 14 September 2022. All shoes are offered in European sizes 36-42 and cost between 119.90 euros and 179.90 euros. The accessories and jewellery are available in one size and cost between 29.90 euros to 49.90 euros, and 19.90 euros to 39.90 euros.

High-resolution images and video material 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 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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