



PRESS RELEASE

Hamburg, 16 September 2022

Sinned x ABOUT YOU: Launch of the first international male collection together with NBA basketball star Dennis Schröder

On 21 September 2022, ABOUT YOU launches the first capsule collection together with Dennis Schröder, one of today's most famous and successful German national basketball and NBA players. The very personal capsule collection and campaign represents the first international male collection of the fashion online shop. It includes a total of 26 styles – consisting of casual streetwear-highlights and stylish pieces for the autumn/winter 2022 season. A special detail: original kids designs, created especially for his two children, who were also part of the campaign. [Sinned x ABOUT YOU](#) reflects Dennis Schröder's active and cool lifestyle paired with his close bonds to his family. All pieces will be available in all 26 ABOUT YOU stores across Europe.

The 28-year-old German basketball player Dennis Schröder inspires his more than two million Instagram followers not only with his exceptional career, but also impresses them with his signature style and his affinity for fashion - which he demonstrates on a daily basis, next to the basketball court and at numerous events on social media. The success and ambition of the Braunschweig-born, who has been playing in the world's most important basketball league – the NBA – for almost ten years, were the reasons for the fashion online shop to cooperate with the influential professional athlete and father: "Dennis Schröder was not only the perfect, but also the first choice for our international male debut. On the one hand, we were obviously fascinated by his success in sports, but on the other hand we were especially intrigued by his passion and his sense for fashion and styling. From the very beginning, Dennis and his wife Ellen were deeply involved in the creation and curation of the pieces and we are certain that the collection will be appreciated by his community and beyond," says Sofia Hagemeyer, Team Lead Exclusive Cooperations at ABOUT YOU. The special idea behind the name of the brand is a play on words: 'Sinned' is Dennis' name read backwards and carries the meaning of the English word. The idea of the brand name was also incorporated as an element in the autumn/winter 2022 campaign.

The autumn/winter drop includes fashionable street style pieces like shirts, tops, and socks. In addition, there are special highlights like bomber and puffer jackets as well as timeless knitwear for more elegant occasions. Many styles feature an oversized look and are available in identical colors, to make mix & match even easier. Overall, the collection reflects a combination of classical colours such as black and grey as well as brown, beige and dark green as trend colours for autumn and is designed for an active lifestyle. Other eye-catchers are also the upcycled crossbody bags, produced from deadstock and available in two colours. The collection gets an even more personal touch with a "mini-me" version of the hoodie and sweatpants: "It was very important that my first collection reflects my life and my family plays the biggest and most important role in it. That's why I wanted an easy and chill matching look for me and my kids," says Dennis Schröder.



The campaign was shot at three selected locations in Berlin and aims to create a link to the name of the brand in a playful way. Different scenes, which reflect Dennis' personal everyday life and professional career, are played backwards until the name 'Sinned' is blended into the final scene. The main focus was on an authentic portrayal and a natural look and feel. Dennis is not only pictured as a professional athlete, but also in his private settings – as a friend, father and husband – which again brings the campaign to a very private level. The result is an emotional campaign that captures the energy, lightness and joy of the basketball player and conveys these emotions to the consumers - captured by Hamburg-based photographer Tristan Rösler and Berlin-based videographer Nicola Rehbein.

The exclusive autumn/winter designs will be available from 21 September 2022 in all 26 ABOUT YOU online stores across Europe in sizes S-XXL. The prices range between 19.90€ and 139.90€.

High-resolution images of the campaign can be downloaded [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.

[Press contact ABOUT YOU](#)

Marissa Neureiter | Corporate Communications

presse@aboutyou.com

+49 (0)40 638 569 212