



## PRESS RELEASE

Hamburg, 10 October 2022

# **Bella Hadid x ABOUT YOU: The fashion online shop launches its first collection with global supermodel and entrepreneur Bella Hadid who curated the collection with her very personal favourites for autumn/winter**

**On 10 October 2022, ABOUT YOU presents its exclusive collection with supermodel and entrepreneur Bella Hadid. Inspired by the distinctive styles of the '90s and 2000s, the autumn/winter collection of 64 pieces was created, all bearing Bella's unique signature. The result: designs that represent the perfect balance between classic and edgy. Bella Hadid x ABOUT YOU is exclusively available from 1 p.m. (CET) in all 26 ABOUT YOU online shops across Europe.**

For its latest international collection, ABOUT YOU is partnering with the entrepreneur and one of the most highly regarded supermodels in the world: Bella Hadid. The American model is known for her unique and sophisticated style. From her cool and casual streetwear and occasional 90s inspired looks, Bella always has her finger on the pulse of fashion and an eye for creating the next trend. But it was not just her eye-catching and recognizable style that inspired ABOUT YOU to create a joint collection with the model. It was also her enthusiasm to be hands-on and involved in the design process from start to finish and to even be the stylist of her own collection. "When we first met with Bella, she was really excited to discuss her ideas and vision with us and turn them into reality. For the design process, we sat together for hours, and Bella even brought in pieces from her own wardrobe as inspiration. She was in the lead throughout the creation process and a real team player. The whole team loves working with Bella," explains Sofia Hagemeyer, Team Lead Exclusive Cooperations at ABOUT YOU.

The first joint collection provides the perfect capsule wardrobe for a 'Model Off Duty' look. All styles embody a wide range of 90s-inspired looks. The collection includes plenty of suit combos in boyish straight looks, short flowing skirts, and playful, feminine tops. The looks range from warm earth tones to bright colours like red with accents in lime and pink. Overall, the collection consists of various materials such as mesh, jersey, denim and leather. It's capped off with four upcycled pieces, all made from 100 percent recycled denim fabric: a handbag and tie as matching accessories along with a mini and a midi skirt.

"It's been a pleasure working so closely with the ABOUT YOU team to bring my vision to life. They gave me the creative space to design the collection the way I wanted to and I had so much fun styling the shoot with these gorgeous pieces while incorporating some of my own clothes as well. It was a joy to have the autonomy to be heavily involved throughout the entire process. I put a lot of heart and soul into this collection and can't wait for others to enjoy it as much as I do," says Bella herself.



**ABOUT YOU**<sup>®</sup>

The editorial campaign was shot with a strong focus on the design pieces, which evokes a dark and magical atmosphere. The aim was to create a campaign that stands out and reflects Bella in a very special way. It was photographed and filmed by the internationally renowned Conor Cunningham and Tyrell Hampton in New York City.

“The first shooting with Bella was inspiring for the whole team that was involved. She’s a professional and knows exactly how she wants to present her collection to the community. It was a fantastic experience for us,” adds Julian Jansen, Director Content at ABOUT YOU.

All 64 pieces will be available from 10 October 2022 in all 26 European ABOUT YOU online shops in sizes XS to XXL. The prices range from 24.90 € to 199.99 €.

**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](https://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.

#### Media Contact ABOUT YOU

Marissa Neureiter | Corporate Communications

[presse@aboutyou.com](mailto:presse@aboutyou.com)

+49 (0)40 638 569 212