

PRESS RELEASE

Hamburg, 17 October 2022

‘florence by mills’ exclusive for ABOUT YOU: Millie Bobby Brown’s brand launches first fashion collection exclusively at ABOUT YOU

On 19 October 2022, British actress Millie Bobby Brown’s beauty brand, ‘florence by mills’, celebrates its fashion premiere alongside ABOUT YOU, in a collaboration negotiated by Millie’s global licensing Partner, IMG. All 76 pieces are inspired by the values of ‘florence by mills’, offering cosy and extraordinary styles that make you feel good, with a conscious approach. Overall, the new international collection consists of playful yet mature highlights that reflect Millie herself. The aim is to create a collection that inspires fun and positivity, while encouraging personal expression and self-confidence in everyday situations. ‘florence by mills’ exclusive for ABOUT YOU is exclusively available from 1 pm (CET) in all 26 ABOUT YOU online shops across Europe.

The ‘florence by mills’ exclusive for ABOUT YOU collection brings together two well-loved and established brands that will make a splash in the apparel sector. “For ABOUT YOU it is strategically important to collaborate with ‘florence by mills’ and its founder Millie Bobby Brown, as it is truly a brand created by a Gen Z for Gen Z. In the long term we want to build one of the biggest Gen Z fashion brands in Europe together,” explains Julian Jansen, Director Content at ABOUT YOU. “We’re proud of the fantastic synergies between our two brands and it’s a privilege to be the exclusive partner of ‘florence by mills’ to transfer the brand into the fashion industry. With our many years of fashion expertise, we’re a strong counterpart at Millie’s side. Together we’ve designed an outstanding collection for Gen Z and beyond who have fun with clothes and like to experiment with different styles,” continues Sofia Hagemeyer, Team Lead Exclusive Cooperations at ABOUT YOU.

‘florence by mills’ exclusive for ABOUT YOU is the first fashion collection of the co-branding project. The autumn/winter drop consists of styles that have the right amount of sophistication to be worn and combined for any occasion. All pieces represent the perfect mix of casual chic and comfy cute: bright and colourful looks – with a global inspiration – featuring a variety of pastels mixed with white, black and brown. In addition, the ambition was that everyone should feel cosy, special and appreciated in the everyday styles. “Everyone should define beauty on their own terms, which is the message behind all of my products: uniqueness and individuality. With my brand ‘florence by mills’ I want to encourage young women to show themselves the way they are and to be confident with their choices. It helps to have a positive outlook on life and always with the right pinch of fun. I wanted to create fashion that doesn’t conform to trends and lives by its own rules,” says Millie Bobby Brown.

The concept of the shooting emphasises the idea of the collection: a playful but sophisticated set-up which represents fun and in which you can feel absolutely free. At a picturesque golf course in London, with Millie herself as the model, the creative images give the customers something to smile about and reflect on at the same time. The actress was intentionally photographed in slightly “absurd” situations such as vacuuming the lawn, cutting the grass with nail scissors or wearing lampshades as a hat. The collection was filmed by Millie’s brother Charlie Bobby Brown, who gave the whole campaign a slight retro touch.

florence

by mills™

ABOUT YOU®

The exclusive styles will be available from 19 October 2022 in all 26 European ABOUT YOU online shops in sizes XS to XXL and cost between 29.90 € and 139.90 €.

High-resolution images of the campaign can be downloaded [here](#).

ABOUT YOU

ABOUT YOU digitizes the classic shopping stroll by creating an inspiring and personalized 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://www.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.

About IMG

IMG is a global leader in sports, fashion, events, and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in licensing, sports training, and league development. IMG is a subsidiary of Endeavor, a global sports and entertainment company.

About florence by mills

Established by Millie Bobby Brown, British actress, producer, and entrepreneur, florence by mills is a brand for Gen-Z and their need for self-expression.

Florence by mills first launched with beauty in 2019 owing to Millie's passion for clean beauty products and the experience gained from sitting in hundreds of makeup chairs during her career. Everything she has learned along the way has taught her that beauty is really all about loving and expressing yourself, which is why she created florence – a brand named after her great-grandma, a woman who embraced life and did things that made her happy.

Having launched with skincare essentials and color cosmetics in various shades, the brand encourages experimentation and self-expression with adaptable formulas that let natural beauty shine through. Everything is made with Gen-Z's evolving complexions and busy schedules in mind, so the products are balancing, easy-to-use, super simple, and priced in a way that makes sense.

At just 18 years old, Millie has already built a reputation as a pioneer of change and an inspiring voice of Gen-Z. "I know what works and what doesn't for me—but I understand that everyone is different, both in their skin needs and personal definitions of beauty" explains Millie. Florence by mills beauty collection brand is sold globally through its direct to consumer ecommerce site ([florencebymills.com](https://www.florencebymills.com)) as well as through key retailer partners such as Ulta, Douglas, Boots, and Shoppers Drug Mart.

Media Contact ABOUT YOU

Marissa Neureiter | Corporate Communications

presse@aboutyou.com

+49 (0)40 638 569 212