

PRESS RELEASE

Hamburg, 18 November 2022

Luka Sabbat for ABOUT YOU: Inspired by the styles of the creative entrepreneur the fashion online shop launches its first premium collection for men

ABOUT YOU expands its own premium segment and presents the first menswear premium collection: Luka Sabbat for ABOUT YOU. The result is a very special and personal high-quality collection for the collective of individuals that seek to express themselves in a radically unique way - inspired by Luka Sabbat's own styles and his interests. With the further expansion of the premium range by its own collection especially for men, the fashion online shop consistently continues its path. The collection will be available exclusively from 18 November 2022, 6 pm (CET) in all 26 ABOUT YOU online shops across Europe - with worldwide shipping available.

On 18 November 2022, ABOUT YOU presents its first men's premium collection with the international entrepreneur, actor and designer Luka Sabbat. The further expansion of the premium segment by its own men's premium collection is intended to create an additional offer for male consumers who use existing traditional styles in their everyday life, but build upon that by constantly developing them further - all with a special demand for high-quality materials. "We see that there is great potential in the market for men's premium styles. Through our conversations with Luka and the great exchange with him at our past ABOUT YOU events, we became intensely aware that the premium men's market also has great potential. A capsule with Luka was the next logical step in the right direction," explains Sofia Hagemeyer, Head of Exclusive Cooperations at ABOUT YOU. The result: A unique fall/winter collection and exciting cooperation which marks a milestone for all involved.

Luka Sabbat coined the word 'influencer': raised in the fashion industry, discovered by a modeling scout on the streets of New York when he was 15 and 'Internet's coolest teenager' in 2015 - Luka inspires his over 3.6 million followers on Instagram every day with his expressive looks that slightly try to bridge the gap between film and music. That's why Luka also had a clear vision of his own first collection and the campaign: All 26 pieces are inspired by his personal style and influenced by different elements and creative expressions such as - but not limited to - cinema, music, fashion, but also (sub)cultures such as Japanese punk culture, Heavy Metal and Punk Rock. It was intended to create a collection that is for all those who want to style themselves in a radically different and unique way. "All pieces are made to be customized again from the person who wants to wear them. I want people to personalize their clothes - for example putting more badges on the jacket or the jeans. They should have the feeling of really owning the clothes," tells Luka Sabbat. The customized patches were designed in elaborate collaboration with the graphic agency Studio Pending and placed individually by Luka himself. All designs emphasize the punk character of the collection.

The collection includes a lot of highlights such as a military jacket, a leather set consisting of jacket and pants, Luka's signature leather cap, as well as shirts, long sleeves, hoodies, tank tops and jumpers. It consists

LUKA SABBAT

FOR
ABOUT YOU

of a perfectly coordinated color palette and the looks range from mainly dark tones, such as black, to navy and olive. Both the high-quality fabrics, such as cotton, denim, sweat and especially the leather products, and the perfect and special fits of the collection underline the premium character of the pieces.

The campaign shoot took place in Tokyo and express the feeling of an endless movement in a dynamic, lively and realistic way. "The choice to capture my first campaign in Japan is completely in sync with the spirit we're trying to embody with this premium collection. The country and its resilient inhabitants have such a structured establishment that it also fuels a one-of-a-kind subculture that is driven by an acute need to discover, explore and create in ever-expanding ways - just like the individual styling of the consumers we want to address with this capsule collection. Therefore, it was my vision to shoot in Tokyo," says Luka Sabbat. The whole campaign was shot and filmed by Luka himself and Noah Dillon.

All 26 pieces will be available from 18 November 2022 in all 26 European ABOUT YOU online shops in sizes XS-XXL. The prices range from 59.90 € to 239.00 €.

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 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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