

**LENI KLUM**

**x**

**ABOUT YOU®**

**PRESS RELEASE**

Hamburg, 04 November 2022

**LENI KLUM x ABOUT YOU: The new fall/winter collection presents young, contemporary styles and shows the evolution of the model's own style**

**After the successful launch of the first capsule collection in 2021, the fashion online shop and Leni Klum have now designed a new fall/winter collection that also reflects the personal growth of the model and her personal style. The collection was already presented to an international audience at the ABOUT YOU Fashion Week on 22 September 2022 in Milan. All 67 pieces will be available exclusively from 04 November 2022 in all 26 ABOUT YOU online shops across Europe - with worldwide shipping available.**

After the successful launch of the first collection, we again teamed up to launch the second joint capsule of ABOUT YOU and Leni Klum. The latest pieces not only show the evolution of the collection but also Leni's personal growth and the development of her style: from being a teenager in California to becoming a student in New York. "The new fall/winter collection still includes a few basics and my beloved oversized styles, but has been complemented by feminine dresses and leather sets. I've matured over the last year and that's exactly what I wanted to accomplish for my second collection with ABOUT YOU. Together with the team, we allowed my new experiences to flow into the designs. I'm very happy about the result," says Leni Klum.

Overall, the collection was again designed to be wearable, comfy and playful. However, the styles are even more elevated. Leni was again very involved in the design process and draws her inspiration from her new and old surroundings: laid-back pieces with Californian girl vibes, but also already featuring influences from her new fellow students and reflects street style inspirations from the big Apple. Bright and eye-catching colors like light blue, sage green and pink are skillfully combined with beige essentials. The result is a young and contemporary collection that stands out with oversized fits but with new material highlights like satin and pleated fabric. The aim was to create a cool, casual and easy to wear vibe. It's capped off with special key pieces: a vegan leather set consisting of pants, top and shirt, an oversized vegan leather jacket and a vegan leather puffer jacket.

The collection was already presented to an international audience as part of the ABOUT YOU Fashion Week in Milan at the end of September, with its own fashion show. 'True to the motto 'second skin,' her pieces were shown in an equally timeless set-up that offered space for authenticity and realness. As a strong counterpart on Leni's side, we are very proud that numerous international VIPs and content creators were able to get first-hand impressions of the second joint collection. Leni's personal wish was to have petite and curvy models walking the catwalk alongside her,' says Sofia Hagemeyer, Team Lead Exclusive Cooperations at ABOUT YOU. It was also important to the model to have cisgender models in her model cast and to show that the boundaries between pure women's and men's fashion are not quite strict and that men can also wear her pieces.

**LENI KLUM**

**X**

**ABOUT YOU®**

The campaign shoot took place directly after the AYFW under the same motto - so the concept for the fashion show and the campaign shooting speak a consistent, flowing language. About 30 meters of draped fabrics created a cozy but elegant atmosphere, which made the set-up look minimal as well as modern and fresh at the same time. Photographed by Amit Israeli, also in Milan. The renowned photographer had also already realized the first iconic campaign of the joint collection.

All 67 pieces will be available from 04 November 2022 in all 26 European ABOUT YOU online shops in sizes XS-XXL. The prices range from 24.90 € to 139.00 €.

**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](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.

#### Presse contact ABOUT YOU

Marissa Neureiter | Corporate Communications

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

+49 (0)40 638 569 212