

PRESS RELEASE

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Daahls by Emma Roberts exclusively for ABOUT YOU: The online fashion store and actress to launch a joint collection

On March 22, 2023, ABOUT YOU launches an exclusive collection with actress and producer Emma Roberts. Together with the US-American actress, a capsule collection was created to invite fans and followers into a fascinating dream world. Inspired by Emma's personal fashion preferences and fantasies, the pieces represent an exciting mix of traditional Western styles and trendy 50's elements. 'Daahls by Emma Roberts exclusively for ABOUT YOU' will be available in all 26 ABOUT YOU online stores and worldwide shipping options from 6 pm (CET).

ABOUT YOU is expanding its portfolio with the next international partnership. With actress and producer Emma Roberts, the online fashion store is working with yet another world-renowned luminary. Not only does Emma reach the young and fashion-conscious ABOUT YOU target group with her films and TV series, but she also influences them with her confident personal style. "We are thrilled about the collaboration with Emma Roberts. As a successful multi-hyphenate, Emma has been inspiring young women all over the world for years. For our joint collection, she had a clear vision and showed full commitment. Emma not only combined the looks for the campaign herself, but also designed the capsule collection's distinctive logo together with her sister, Grace", says Sofia Hagemeyer, Head of Exclusive Cooperations at ABOUT YOU.

Emma's fashion style is best described as feminine and playful with a vintage touch, as reflected in the exclusive collection with ABOUT YOU. Laid-back western vibes meet smart 50's looks and become fashionable pieces that precisely match Emma's vision and imagination. "I couldn't be more excited to share my capsule with ABOUT YOU! This collection shows all sides of my personality - feminine, vintage, but most importantly playful. I've always wanted to create something that embodies everything I love to wear and feel confident in so I'm thrilled to have this opportunity", explains Emma Roberts. The result is a fascinating dream world with the abstract name 'Daahls by Emma Roberts' inspired by her love for books and stories.

As a true bookworm, Emma loves the fashion trend 'academia aesthetics', reminiscent of Ivy League libraries and prep school uniforms. This is also evident in her collection: knitted vests and polos, college t-shirts and sweatshirts, as well as book club prints and statement collars create contemporary retro looks. Overall, the collection features natural fabrics such as cotton, lyocell, and linen in cheerful colors like pink, denim blue, and red. All pieces present the perfect mix of feminine, cool, and yet playful. Denim and check patterns with vintage wash and horseshoe print recreate the casual Western look, while delicate cuts and sweet details like bows and ruffles complement the collection. The campaign shoot, titled 'Sugarland', picks up on this charming component and illustrates Emma's dream world. Photographer Felix Cooper created a candy-coated Wonderland in an LA studio, combining Wild West elements with retro suburban chic by using cowboy props like cacti and rodeo elements mixed with funky 50's styling. The intriguing combination of classy old-school flair and a touch of cheekiness perfectly reflects Emma's collection. Demonstrated through the campaign, she leads the viewers into her personal dream world, leaving them surprised and enchanted.

All 86 pieces of the international collection 'Daahls by Emma Roberts exclusively for ABOUT YOU' will be available in sizes 34-44 in all European ABOUT YOU online stores - including the worldwide shipping options - from March 22, 2023. The styles cost between 19.90 € and 229.90 €.

Daahls by Emma Roberts

ABOUT YOU®

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 stores 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.

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