



PRESS RELEASE

Hamburg, March 29, 2023

Katy Perry exclusive for ABOUT YOU: The second collection of the international pop star kicks off Spring with bright retro vibes

On March 29, 2023, ABOUT YOU and music icon Katy Perry launch their second co-created collection. The looks for the warm season are inspired by retro vibes of the 60s and 70s and impress with eye-catching colors and patterns. The mix of bright vintage prints and abstract floral motifs of the 76 pieces collection reflect Katy's colorful and multi-faceted personality. The new looks will be available in all 26 ABOUT YOU online stores - with worldwide shipping options - from 6 pm (CET) on March 29.

ABOUT YOU and Katy Perry continue their collaboration with a fresh Spring/Summer collection, just in time for the warm season. The impulses for the summery and colorful pieces derive primarily from Katy's humorous and eccentric style, which is showcased in her impressive stage shows and music videos as an international pop star and entertainer. "It is an honor for us to enter the second season with Katy Perry. Her character and inspiring spirit add a personal touch to the pieces, which her fans love just as much as we do. While the first collection was cleaner and edgy by using materials such as vegan leather, the second one is much softer and romantic with satin, lace, and jacquard", highlights Sofia Hagemeyer, Head of Exclusive Cooperations at ABOUT YOU.

Feminine cuts, floral patterns, and radiant colors will bring summer into the closets. Neon pink paired with soft pastel tones give the collection a modern touch and translate the cuts and prints inspired by the 60s and 70s into the year 2023: Blouses with trumpet sleeves, flared pants, midi skirts, and dresses in petticoat look meet current trends like cargo pants. Katy's attention to detail is reflected in glittering heart buckles and cut-outs on skirts. The conscious choice of delicate materials such as lace and silk fabrics, as well as sustainable alternatives such as organic cotton, recycled polyester, and water-based PU give the collection a soft yet high-quality side. Overall, the Spring/Summer 2023 collection offers a diverse selection of summery looks for every occasion, from a day at the beach with a white bucket hat, to a city tour with casual jeans, to a rooftop party in a sexy midi dress. All styles perfectly pair with Katy's eponymous shoe line, Katy Perry Collections, which is also available in the ABOUT YOU online stores.

The concept 'Round and Squishy', provides the perfect stage for the campaign shooting: Katy Perry presents her Spring/Summer styles in a clean setting of organic, soft shapes. Embedded in the elastic, air-filled bean bags in a white studio setting, the bright looks are showcased perfectly.

All 76 pieces will be available in all 26 European ABOUT YOU online stores - including worldwide shipping options - in sizes 34-44 starting March 29, 2023. The prices range from 24.90€ to 119.90€.

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 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.

Media Contact ABOUT YOU

Ann-Christine Klesper | Corporate Communications
presse@aboutyou.com
+49 (0)40 638 569 212

Media Contact ABOUT YOU

Sophia Gandenheimer | Corporate Communications
presse@aboutyou.com
+49 (0)40 638 569 212