

PRESS RELEASE

Hamburg, March 30, 2023

The Spring/Summer collection by 'florence by mills exclusive for ABOUT YOU' presents Millie Bobby Brown's looks for the warm season

On March 31, 2023, the second joint collection by ABOUT YOU and the beauty brand 'florence by mills' by Millie Bobby Brown will be launched. Following the theme "A day in the life of Millie" the designs invite fans and followers of the British actress to immerse themselves in her colorful life. The Spring/Summer collection 2023 will launch on March 31, 2023, at 9 am (CET) and will be available in all ABOUT YOU online stores across Europe.

The second collection by ABOUT YOU and 'florence by mills' is even more approachable and authentic than before: The fashion online store and the Gen Z brand were stylistically inspired by the Gen Z actress' favorite spring and summer activities. With colorful pieces ranging from floral dresses to bikinis and light pyjamas, the collection depicts Millie's everyday life during the warmer seasons. The designs and shooting concept link back to the message of the Autumn/Winter collection 2022: 'Don't take yourself too seriously and spread joie de vivre'.

The Spring/Summer collection offers a wide range of playful and modern looks that can be worn on multiple occasions ranging from a romantic picnic to a trip to the beach. Thin knit sweaters, floral print dresses and culottes, denims with checkerboard or daisy patterns, as well as detailed accents like flower buttons, subtle ruffles, and little bows underline the collection's charming vibe. Perfect for a picnic, the pieces are both cute and practical. The collection contains clever design ideas, such as a reversible vest, showing an orange quilted pattern on the front and pink fabric on the inside. Overall, the colors range from pastel shades like lilac, soft pink, and green to warm, summery tones like calm blue, orange, and sandy colors. Floral bikinis and airy crochet cover-ups with floral cut-outs and applications made of wooden beads are real must-haves for a hot summer day including a sundowner party – light and flowing dresses set the mood for dancing on the beach.

During the shoot, the motto 'A Day in the Life of Millie' is continued and shows the actress in an authentic way. "In the Spring/Summer collection 2023, it was important for us to show Millie as a young, creative, and approachable woman. We really appreciate the collaboration and are happy to translate her positive message into unique fashion pieces," explains Sofia Hagemeyer, Head of Exclusive Cooperations at ABOUT YOU. The campaign images show Millie in everyday situations: While watering plants, reading, or painting on a large canvas, the actress is presenting herself confidently in her latest looks.

From March 31, 2023, the 88 pieces of the collection will be available in all European ABOUT YOU online stores in sizes 34-44. The price ranges from 24.90 € to 79.90 €. The second drop follows on March 28, 2023.

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

florence

by mills™

ABOUT YOU®

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.

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) as well as through key retailer partners such as Ulta, Douglas, Boots, and Shoppers Drug Mart.

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