



PRESS RELEASE

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Emili Sindlev co-created by ABOUT YOU: For the first time the online fashion store launches a collection with a social media influencer from the Nordics

On April 20, 2023, ABOUT YOU and the internationally renowned content creator from Denmark present their joint capsule collection. This is the online fashion store's first collection in collaboration with one of the most prominent social media influencers from the fashion industry in the Scandinavian region. With ABOUT YOU, Emili Sindlev designs a collection with pastel tones spreading resort vibes. The summer pieces will be available in all ABOUT YOU online stores with worldwide shipping options from April 20, 2023.

Emili Sindlev stands out among the minimalist looks of the Scandi girls with her creative and bold outfits and thereby inspires her large following. As one of Europe's most famous fashion content creators, the Dane is indispensable from the front rows of fashion weeks - also at the ABOUT YOU Fashion Week 2022 in Milan she impressed with her special look. "Emili sticks out among the Scandi girls with her unique understanding of fashion and impresses not only the social media world. Many international fashion houses endeavor to collaborate with her, which is why we are particularly proud that Emili has chosen us. Together with her, we share the conviction that fashion knows no rules. This has resulted in a collection that captures Emili's exceptional style and is based on her personal favorite looks. We are excited that a content creator with such global relevance is constituting the prelude to our collaborations in the Nordics," explains Sofia Hagemeyer, Head of Exclusive Cooperations at ABOUT YOU.

The collection shows Emili's personal sources of inspiration: travels to warm countries, street styles from the world's metropolises, and trends from past times create a collection with relaxed holiday vibes. Pastel pink, blue, and green tones meet surprising materials such as sequins, faux leather, fine mesh fabrics, and metallic coating. While the versatile textiles offer the perfect piece for every occasion, the bright summer colors give the collection its holiday character. "I wanted to create pieces that remind people of the luxury resort collections of big brands while reflecting my color palette and style. As a stylist and creative consultant, I have an eye for silhouettes, colors, and combinations and was able to let my creativity run wild with ABOUT YOU," says Emili Sindlev. The result proves her talent and sense of fashion: 'Emili Sindlev co-created by ABOUT YOU' Spring/Summer 2023 is colorful and wild yet consistent and self-contained. Sexy crop tops, playful lace, and body-hugging fits appear together with comfortable hoodies and elegant matching satin pieces.

While the collection reflects a variety of exciting aspects of Emili's life, the campaign shooting focuses on her personality. This is being portrayed by photographer Senio Zapruder, and Emili Sindlev is being staged in the confident supermodel style of the 90s. With her typical curly hair, strong poses, and cheeky attitude, Emili presents her looks in front of a gigantic pink heart.



All 35 pieces will be available in all European ABOUT YOU online stores - with worldwide shipping options - from April 20, 2023. The sizes of the styles range from 34-44 and cost between 34.90 € and 119.90 €.

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

ABOUT YOU

ABOUT YOU digitalizes the classic retail experience and creates personalized shopping on smartphones. At ABOUT YOU, customers are the focus and are supported to express themselves individually through fashion. Customers can find a range of more than 500,000 items from over 3,500 brands on aboutyou.com, as well as in the award-winning ABOUT YOU app, which provides versatile inspiration. With over 45 million monthly active users, ABOUT YOU is one of the largest fashion and lifestyle stores in Europe. Currently, the online fashion store operates in 26 European markets. In addition, the fashion tech company offers its own e-commerce infrastructure as a licensed product through SCAYLE. ABOUT YOU's shares are listed on the Frankfurt Stock Exchange.

Press Contact ABOUT YOU

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

Press Contact ABOUT YOU

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