

PRESS RELEASE

Hamburg, April 5, 2023

Jaime Lorente Co-Created by ABOUT YOU: The Online Fashion Store and The Successful Actor Are Spreading Spanish Summer Flair

On April 5, 2023, ABOUT YOU and Spanish film and series star Jaime Lorente will present their first joint collection. With this cooperation, the online fashion store is focusing more strongly on expanding its brand awareness in Southern European markets. The menswear collection impresses with light and airy looks bringing the Spanish-Mediterranean flair into the closet. All 39 Pieces will be available in all ABOUT YOU online stores from April 5, 2023.

Since the successful Netflix series 'Money Heist' and 'Elite', Jaime Lorente has become one of the best-known and widest-reaching actors in Europe and Spanish-speaking regions. Along with his acting success, Jaime's trendy and casual style has made him a fashion role model for many of his young viewers and fans. "This makes him the perfect choice for us to further establish ABOUT YOU in Southern Europe. Fitting the summer temperatures in these countries, the collection is adapted accordingly in its color and material selection. We are convinced that the Capsule Collection appeals exactly to Jaime's and our target group and brings along many must-haves for the summer," explains Sofia Hagemeyer, Head of Exclusive Cooperations at ABOUT YOU.

The Capsule Collection is characterized by a strongly harmonized color palette: Light earth and sand tones form the base tone of the pieces, while various pastel shades such as mint and light blue add soft accents. In terms of cut and material selection, Jaime and the online fashion store focus on easy-to-wear fits and lightweight fabrics such as linen, which are suitable for warm temperatures. In addition to a large selection of summer basics for men, a terry two-piece consisting of a polo shirt and shorts and a linen suit are the highlights of the collection. For a hot summer day, there are not only casual T-shirts and airy short-sleeved shirts with sophisticated patterns, but also essential accessories such as off-white sneakers and a beige linen cap.

The campaign shoot took place in Jaime Lorente's home in Madrid, where he staged all the pieces himself. The reduced setting in the studio, consisting of different atypically positioned objects, such as transparent chairs and vases, underlined the minimalist mood of the pictures and put the focus on Jaime's open, authentic nature. The shooting motto 'Mixed Emotions' gave the actor the opportunity to be completely himself and gives the fans an insight into his character and personality. By portraying a wide range of emotions 'Jaime Lorente x ABOUT YOU' was brought to life. With plenty of wit and sympathy, the Netflix star presents his collection's summery pieces and once again captivates his fans with his natural charm.

All 39 pieces - including 2 accessories - will be available in all European ABOUT YOU online stores from April 5, 2023. The styles cover the sizes S-XXL and the prices range from 24,90 € to 99,90 €.

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.

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