

**PRESS RELEASE****FLEUR BY KAVIAR GAUCHE: ABOUT YOU AND KAVIAR GAUCHE LAUNCH THE FIRST  
COLLECTION OF THEIR NEW JOINT FASHION BRAND**

**Hamburg | March 14, 2025** - [ABOUT YOU](#) and Kaviar Gauche launch the first collection of their new brand [Fleur by Kaviar Gauche](#). The online fashion store and bridal label from designers Alexandra Roehler and Johanna Kühl are combining their expertise for the first time to launch a bridal and wedding guest collection that combines timeless elegance and high quality with modern, cool designs. The 43-piece collection, including a veil and floral accessory, will be available exclusively in all ABOUT YOU online shops from March 14 2025.

Kaviar Gauche is a renowned Berlin-based designer label founded in 2004 by Alexandra Roehler and Johanna Kühl. Known for feminine, simple elegance and avant-garde details, the brand stands for modern glamour and luxurious bridal couture. The designers have made a name for themselves internationally. Fans of their gowns include celebrities such as Florence Welch, Rosie Huntington-Whiteley and Heike Makatsch. In collaboration with ABOUT YOU, a collection has been created that is aimed primarily at modern, fashion-conscious brides and wedding guests who have high expectations of quality and design. Some pieces can also be worn for evening events, [formal occasions](#) and elegant celebrations. Fleur by Kaviar Gauche makes luxury accessible to a younger audience.

„We are very proud to be working with Kaviar Gauche to launch the first collection of their new brand Fleur by Kaviar Gauche. This brand development is something very special for us because we are able to make an exclusive luxury brand accessible to more people,“ says Julian Jansen, Director Content at ABOUT YOU, about the collaboration with the designer label.

Fleur by Kaviar Gauche redefines bridal and evening wear by combining classic silhouettes with modern, unusual designs. In addition to timeless wedding dresses, the collection includes two-piece sets, jumpsuits, crop tops and suits that allow the wearer to personalise their look. The pieces in the collection can be mixed and matched to create different outfits, giving brides and their guests a variety of styling options. The focus is on minimalist pieces with striking cuts, romantic draping, beaded detailing, sheer fabrics and expressive sleeves that create a mix of modern chic and classic elegance. In terms of materials, Kaviar Gauche and ABOUT YOU focus on quality fabrics such as silk, tulle, lace and textured crepe. A colour palette that includes white and ivory, as well as on-trend colours such as olive, taupe, silver blue and black, creates additional modern and fashionable highlights.

At the heart of the collection is the Queen Dress, an elegant wedding dress that stands out for its texture and opulence, and the Bridal Suit, a modern and bold alternative for brides looking for something unique. Other highlights include an olive green jumpsuit, a silver blue blazer and trouser ensemble and a black feathered jacket.

The Fleur by Kaviar Gauche campaign shoot captures the symbiosis between the high fashion sophistication of Kaviar Gauche and the young, modern spirit of ABOUT YOU in a street style setting. The images convey a sense of freedom, individuality and coolness.

All 43 styles will be available from March 14 2025 in all ABOUT YOU online stores in sizes XS-XL and 34-44.

Images and patterns for the campaign can be downloaded here. If you are interested in samples of the collection for photo shoots and social media content, please contact the press contacts below.

## **ABOUT YOU Group**

The ABOUT YOU Group is an international e-commerce group organized into different strategic business units: The online fashion store ABOUT YOU represents the Group's business-to-consumer business. With over 12 million active customers, ABOUT YOU is one of the largest online retailers for fashion and lifestyle in Europe and the leading provider of a personalized shopping experience on smartphones. In the award-winning ABOUT YOU app and on aboutyou.com, customers find inspiration and a range of more than 700,000 items from around 4,000 brands. The Group's business-to-business operations are largely handled by SCAYLE GmbH. SCAYLE offers a modern, cloud-based enterprise shop system that enables brands and retailers to scale their digital businesses quickly and flexibly, and adapt to growing customer needs. Over 200 online stores choose SCAYLE's Commerce technology under a license model, including leading brands and retailers such as Harrods, Manchester United, Deichmann, Fielmann, and FC Bayern. The newest subsidiary of the ABOUT YOU Group, SCAYLE Payments GmbH, complements the Group's portfolio of payment services. The payment service provider received the payment services license from the German Federal Financial Supervisory Authority (BaFin) in October 2024 and is currently being rolled out across various European markets. SCAYLE Payments enables the seamless integration of modern payment solutions and helps to scale customers' digital business models.

For further information, please visit: [corporate.aboutyou.de/en](https://corporate.aboutyou.de/en).

## **PRESS CONTACT CELEBRITY COLLECTION BY ABOUT YOU**

Kim Bulmahn

[kim.bulmahn@aboutyou.com](mailto:kim.bulmahn@aboutyou.com)

+49 (0)151 20049189

## **PRESS CONTACT ABOUT YOU GROUP**

Laila Helmy | Head of Corporate Communications

[presse@aboutyou.com](mailto:presse@aboutyou.com)