

PRESS RELEASE**ABOUT YOU AND ARTIST THOMAS LÉLU PRESENT
THE FIRST COLLECTION OF THE NEW LABEL TODAY I DID NOTHING**

Hamburg | May 21, 2025 – [ABOUTYOU](#) presents the first collection of the new label [Today I did nothing](#) together with the French artist Thomas Lélú. The online fashion store expands its exclusive portfolio of Celebrity Collections by ABOUT YOU with a creative collaboration that combines art and streetwear in a unique way.

The collection is inspired by the minimalist aesthetic of Thomas Lélú, known for his playful use of language and his iconic handwritten notes in blue ink. The pieces feature a clean two-tone palette of deep blue and crisp white – a direct reference to Lélú's preferred medium: blue ballpoint pen on white paper. Each garment in the collection showcases one of the artist's original notes. Modern cuts, unisex designs, and a minimalist look focus on the artistic text elements, giving each piece emotional and conceptual depth. Statement pieces such as hoodies and crewnecks meet casual T-shirts – comfortable and versatile.

„With *Today I did nothing* I wanted to create a brand whose pieces are not only worn, but also felt. The handwritten notes on each piece are small poetic gestures meant to provoke thought - quiet, honest and open to interpretation. I want the brand to appeal to creatives, art lovers and anyone who appreciates fashion with meaning. Collaborating with ABOUT YOU gives me the opportunity to translate my artistic language into the world of fashion. *Today I did nothing* combines art and everyday life in a direct and accessible way - a collection to be worn like a thought.“

The campaign, entitled “No Words Left to Speak”, captures the essence of the collection: quiet, expressive images that combine minimalist streetwear design with an artistic touch. Through visual storytelling, body language, and emotion, the two models in the campaign turn each look as a living work of art. Clothing becomes an expression of inner attitude, leaving room for interpretation, emotion, and reflection.

Consisting of five styles in sizes XS-XXL, the collection will be available exclusively from May 21, 2025 in all ABOUT YOU online fashion stores.

Campaign images and packshots can be downloaded [here](#). If you are interested in collection samples 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 around 750,000 items from nearly 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. Around 300 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.

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