

hunkemöller

Hunkemöller opens flagship store in Kalverstraat

Hilversum, 14 February 2017

On Valentine's Day, Northern Europe's top lingerie brand Hunkemöller will be opening a new flagship store. Located on one of Amsterdam's shopping thoroughfares, Kalverstraat, the store covers 430 m² spread over three levels, one of which has an 'experience' fitting room.

This stellar addition to the Hunkemöller brand boasts a whole load of new features, including a specially designed 'social media wall' with a built-in camera, encouraging shoppers to take photos as they browse and share a special moment.

The ground floor features the eye-catching perfume bar, the limited-edition designer collections, and a gorgeous line of health products. The basement is home to the very first HKMX Sports Collection shop-in-shop, as well as a HKMX body scanner that lets you measure your fitness progress. The basement's six fitting rooms are each themed and equipped with a special lighting system developed by Utilicht. This creates the perfect lighting, guaranteeing an enjoyable and exciting fitting session. The unique 'experience' fitting room has four different 'moods': sporty, seductive, beach, and casual. The lighting and music are tailored to each set to create the perfect experience.

The top floor is where you'll find the collections by sub brands Private and Noir, as well as six fitting rooms specially tailored to these brands. The unique beauty area has been designed so that representatives from various brands can give regular touch-ups. Visitors to the store have ample opportunity to take photos in the special selfie mirror. Each month, visitors also stand the chance of winning a €50 gift card by uploading a selfie with the hashtag #HKMAmsterdam.

With a click and collect pick-up point, machines that accept mobile payments, and various charging stations for mobile phones, visitors will be able to shop at their leisure during this most fabulous of Hunkemöller experiences.

Practical information

Facebook: [hunkemoller](#), **Instagram** [@hunkemoller](#), **Snapchat** [@hunkemollerhq](#)
#HKMAmsterdam

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