

hunkemöller

Hunkemöller strengthens partnership with social influencers and launches limited-edition sportswear collection with blogger 'Caro E'

Lingerie and sportswear specialist Hunkemöller has teamed up with German blogger Caroline Einhoff to launch a new [sportswear collection](#). Known by her millions of Instagram followers simply as 'Caro E,' Caroline Einhoff worked closely with Hunkemöller's designers to create a collection that perfectly embodies her persona: fashionable and feminine.

The collection features many takes on Caro's character, with different off-the-shoulder pieces and a onesie with cheeky lace details at the front. The sports' bras exude sex appeal, with bands that wrap around your body and lace-up details, but are still comfortable and provide great support. While you can find the right piece for every level of sport, the collection's velour jogging suit and lightweight parka mean you'll look great outside the gym, too. Accessories like an arm band to hold your mobile and a rucksack complete the collection.

Drawing on black as a base, the Caro E Collection's colour palette is also inspired by pinks as well as feminine and rich burgundy tones. The collection uses various materials, including shimmering micro fibres and different stretch fabrics.

The #CaroForHKM is available for purchase online from 28 July and in stores from 30 July 2017. Prices vary from €8.99 to €44.99. The collection is available in various sizes, from XS to XL, and in cup sizes A to E.

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

Press officer at

Hunkemöller: Dajana

Nieswandt - PR Manager Tel:

+31 (0)35-6465427

Mob: +31 (0)6-21878608

E-mail dajana.nieswandt@hunkemoller.com

Press officer at Mooi The Agency:

Céline van Nes – PR Consultant

Tel: +31 (0)20-6060727

Mob: +31 (0)6-53819340

E-mail celine@mooipr.nl