

Hunkemöller and blogger Pamela Reif launch fun and flirty collection

Lingerie and sportswear specialist Hunkemöller has teamed up with Pamela Reif, one of Germany's biggest fashion bloggers, to create a new [collection](#) for this summer. 'Every woman should feel breath-taking in my new collection,' says the successful blogger.

'Girly girl' Pamela's Instagram page is an inspiration to people around the world, attracting more than three million followers. And her own lingerie collection will soon add to that inspiration – its uniqueness, sexiness, and elegance mean it's too good to hide under your clothes.

To make sure the collection embodied Pamela's supreme feminine style, the designers played around with a range of materials and textures that marry perfectly, creating an air of luxury. The finer materials such as lace, velvet, and satin combine with feminine colours such as subdued violets, sophisticated reds, and cool greys, reflecting the blogger's naturally fun and flirty personality.

If you're into strappings, cut-out, and mesh, then this collection is for you. But the best thing is: Pamela has put a unique, eye-catching detail into each piece. From classy sets and sexy bodysuits to sporty bralettes and loungewear, this extensive collection has a fabulous piece for every woman.

The #PamelaforHKM Collection is available for purchase online as of 18 August 2017 and in stores as of 20 August. Prices vary from €12.99 to €39.99. The collection is available in various sizes, from XS to XL, and in cup sizes A to E.

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