

From catwalk to closet: Hunkemöller introduces Click & Buy fashion show

Amsterdam – 5th of March 2018

Yesterday Monday the 5th of March Hunkemöller introduced their first [click & buy fashion show](#) in the Afas live. The fashion show was hosted by Doutzen Kroes and CEO Philip Mountford in presence of press, influencers and invitees.

The show was live broadcasted worldwide yesterday on the social media channels of Hunkemöller where the products were shown underneath the livestream. Customers were given the opportunity to add these to their wish list so that they could directly after the show purchase their favorite items. It is the first time that Hunkemöller is broadcasting the fashion show live. This makes it no longer exclusive and also gives customers the opportunity to enjoy the show. The click & buy video went online today which means that customers can now also see the fashion show and buy the items from it.

Click & buy is the latest trend in fashion when it comes to presenting the latest collections. Where customers had to wait a long time before the desired lingerie set or swimwear item was available, Hunkemöller now makes those items available that you could see on the fashion show and buy them today online.

The main theme of the show was a tribute to all women and women empowerment. The collection contained powerful lingerie with cut outs, straps, high necklines and the use of lace and embroideries. Not only lingerie, but also nightwear and swimwear featured in the fashion show. The color pallet included green, black, red, white, pastels such as pale pink and blue, but also metallic were mixed into different looks.

About Hunkemöller

Hunkemöller is Europe's leading and fastest growing lingerie brand, with 830 stores across 25 countries. The Company was founded in Amsterdam in 1886 and has since developed into a pan-European omni-channel lingerie brand. Hunkemöller delivers perfect fitting, fashionable and high quality body wear products (across bras, underwear, nightwear, swimwear and other categories including fitness).

Hunkemöller is a truly omni-channel retailer and has integrated technology into every aspect of the business; from extensive customer profiling based on an extensive base of active loyalty program members, to a digitalized recruitment and training process for retail employees. The customer journey is at the heart of Hunkemöller's strategy and has resulted in a seamless interaction between the physical and digital environment through its click2brick initiatives.

Practical information

Facebook: [hunkemoller](#), **Instagram** [@hunkemoller](#), **Snapchat** [@hunkemollerhq](#)
[#HKMfashionshow](#) [#HKM1team](#) [#doutzenstories](#)
www.hunkemoller.nl

Note for editors, not meant to publish.
For more information or imagery please contact:

Press contact Hunkemöller:

Beanca Molenaar
Interim Head of Marketing & Communications
M +31 (0) 6 50005650
T +31 (0)35 6465192
E beanca.molenaar@hunkemoller.com

Press Contact MOOI The Agency:

Céline van Nes– PR Manager
E celine@mooipr.nl
M +31(0)6 53819340