

hunkemöller



Dance your way into the new year with the latest DK 1985 Sports collection!

New sportswear collection Doutzen Kroes for Hunkemöller

The latest DK 1985 collection is here and once again it's a real showcase of both Doutzen's personality and her love of mixing and matching her workouts. Fusing influences from modern dance and ballet with sports and high intensity training, the collection is body conscious whilst allowing you to move freely, whatever workout you're doing. As ever, the collection has been put together to create fashionable, athleisure styles that can be worn alone but can also be combined for layered looks. Gorgeous soft tones work with rich purples in this refined, sophisticated collection that features subtle sheen and prints.

All styles have a nice and very feminine DK 1985 tonal branding and rushing details. Different levels in bras and leggings come in great new colors and make this collection perfect for low impact sports such as yoga as well as the most intense workouts. On the other hand, styles like the hooded dress with mess sleeves, the 'ballet inspired' long sleeve body with snake print and oversized bomber with rose gold zipper are the ones to make a fashion statement with. Especially for this collection a pair of Fila sneakers have been designed to finish your DK 1985 look!

Note to the editor, not intended for publication
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The collection will be available from January 6th, 2019 in stores and online. Prices from € 9,99 – € 44,99 euro and sizes from XS-L. Cup sizes from B70 –F90.

About Hunkemöller

Hunkemöller is Europe's leading and fastest growing lingerie brand, with over 900 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 bodywear 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 digitalised 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. This year, Hunkemöller was voted Best Lingerie Retailer of the Year in the Netherlands, Germany, Spain and Switzerland. The lingerie brand also won the Web Shop of the Year Award in the Netherlands.

Hunkemöller is owned by Carlyle for c. 85% and, for the remaining part, by a management holding entity (Stichting HKM Holding).

Practical information

**Facebook: [hunkemoller](#), Instagram [@hunkemoller](#), Snapchat [@hunkemollerhq](#)
#DK1985 #DoutzenStories**

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