

hunkemöller



Feel strong, feminine and cool in the new HKMX sportswear collection by Hunkemöller

Whether your new year goal is discovering your inner sporty or just to have more relaxing moments with friends, the new HKMX sportswear collection by Hunkemöller offers an amazing range of powerful, fashionable, confidence-boosting looks that are perfect for all those occasions.

This season's HKMX collection fuses femininity and sophistication to create a collection that offers the perfect mix of innovative sports and athleisure looks. A combination of body fitted, and loose fit styles that come in both soft tones in combination with deep black and heavy pink. Go wild and recover fast with our shiny all over print leggings in mint green and add some coolness with the super soft oversized sweater and dress for your after-work out moments.

Being the bra specialist for over a hundred years, Hunkemöller has all the knowledge to create the perfect HKMX sports bra for every size, shape and different levels in exciting new designs. The level 1 bras are recommended for low impact sports such as yoga, Pilates or easy cardio. The level 2 and 3 bras are made for medium and high impact sports such as training, running, boxing and the gym. Up to your wishes!

No matter what your new year's goals are, we have got your back!

The collection will hit our stores and online from December 30th onwards. Sizes from XS – L, and cup sizes from B70 – F90.

Note to the editor, not intended for publication
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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](#)
#HKMX**

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