

# hunkemöller



## Hunkemöller's Valentine's collection is almost too hot to handle!

### Make it a special Valentine's Day for yourself, your boyfriend or...

Oh boy how Hunkemöller will surprise you this Valentine's Day! This time it is all about new ways to flirt, seduce and embrace your sensual self. Single? Spoil yourself with something beautiful to empower the tiger within you! Are you ready to discover our wildest Valentine's collection yet?

For this special day and beyond, we added some naughtiness through our special Private Valentine's styles...We dreamt up fantasies of novelty & total tease, from cheekily placed sequined hearts to playful whips and paddles. Beautiful bras and coordinating briefs are complemented by glamorous, super-sheer hosiery and accessories that are almost too hot to handle...

Va va voom...

In stores from 20<sup>th</sup> January 2019 onwards. Size range: XS-XL and cup sizes from A70 – G95.  
Prices from: € 12,99 - € 49,99

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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](#)  
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