

# hunkemöller



**Doutzen wishes you an amazing GLAM Christmas!**

**The new Hunkemöller Christmas collection puts you in the festive mood.**

*It's the most wonderful time of the year...* Christmas hits are being played again and party outfits are back in the shops. Naturally this year must not be missing a sexy lingerie set for a glamorous Christmas! Once again, the Dutch lingerie brand has managed to snare top model Doutzen Kroes as the face of their Christmas campaign, *'The Perfect Christmas'*.

Hunkemöller was inspired for this collection by haute couture catwalk trends, spiced up with a mix of different style periods. Baroque influences can be seen in seductive bras, knickers, and flirty bustiers in silk and lace. There are striking rich details like metallic trims and diamonds. Colours to be seen in this festive collection are classic black, sexy red and nude tints. A collection of gifts to give ... or receive! Dear Santa, ...

*Watch the Doutzen video now and get in the X-mas mood!*

The GLAM collection is now available in stores and online. Prices from € 10,99 to € 44,99. Sizes from XS to XL and cup sizes from A70 to H95.

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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](#)  
[#HunkemollerXmas](#)

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