

# hunkemöller



## Hunkemöller X Fila | Cool & Sporty

### Hunkemöller launches exclusive sneaker collection with Fila

This year Hunkemöller launches the first limited collection of sneakers with Fila under the flag of HKMX, the lingerie's sportswear brand. HKMX brings out the latest trends in sportswear in a fashionable packaging. And now this collaboration has added a selection of cool sneakers to the range. Stay tuned, as more collections will follow!

*The nineties are back!* This first collection presents 2 styles in 4 exclusive colours. The Fila Disruptor Low is reminiscent of the 1990s with its robust edgy sole. The Fila Original Fitness is a real all time favourite due to its soft suede and streamlined shape, right for wearing every day

The must-have limited sneaker collection is available in the HKMX shops and online. The Fila Disruptor Low is made in very berry red and black, and the Fila Original Fitness in wood rose and rabbit grey.

The Hunkemöller x FILA collection goes on sale from 15 October 2018 in sizes 37 - 41. Prices range from €89.99 to €119.99.

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Note for the editing team: not meant for publication.  
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## **About Hunkemöller**

Hunkemöller is Europe's leading and fastest growing lingerie brand, with almost 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.

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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