

hunkemöller



OUR SETS. YOUR PERSONALITY. NEW FASHION EDITS.

Bring our signature on-trend style to whatever you feel like throwing on in the morning – cute and cool, up-town trendy, or rocking that edgy urban vibe

- Influencers, Lisa-Marie Schiffner, Isaya Elais and Sandra Lambeck match Hunkemöller's newest collection to their mood and personality in "New Fashion Edits"
- Trendy, cute, or urban edgy? Play and explore to elevate your wardrobe to star status
- New Fashion edits offers a collection ranging from soft velours sets to sexy lace detailed bra's;
- Different sexy shapes available and a size range from XS to XXL and cup sizes going up until G;

"This world is yours to edit. The new collection New Fashion Edits is there to inspire you to pair Hunkemöller sets with your style and personality. Hunkemöller always designed everything to become a part of you, to wear in your everyday life. In the here and now, and we love to see what you do with our fashionable and sexy pieces to match your own personality" says Global Design & Buying director Charlotte Davies.

For the campaign, influencers Lisa Marie Schiffner (AT), Sandra Lambeck (DE) and Isaya Elais (NL) edited Hunkemöllers items to their own style and personality. Bringing their signature trendy style whether it's cute and cool, up-town trendy, or rocking that edgy urban vibe to match with Hunkemöller's on-trend sets. For the night-time edits they make it all about lingerie and fashionwear that struts itself into clubs, bars and restaurants to turn heads.

Press contact:

Janine Hurink
Global PR & Influencer Marketing Manager
T 31 (0)6 121 98 023
E janine.hurink@hunkemoller.com

hunkemöller

Switch it up with Hunkemöller's New Fashion Edit

Mix and match sweats with bralettes, use a push up bra under a keyhole top or even show a peek of lace underneath your suit jacket. When it comes to how you wear Hunkemöller's pieces, anything goes.

With so much choice, it's time to play, explore and find something special to elevate your wardrobe to star status, following the lead of our influencers Lisa-Marie, Sandra and Isaya. Whatever your mood, Hunkemöller believes the perfect match is there with a range of soft velours sets, romantic lace bodies and sexy bra's with lace details you don't want to keep for yourself. Hunkemöller knows how it goes when you look and feel this great.

Hunkemöller sets, your style and personality and with whatever look you like to throw together, there's only question that remains; How will you edit these looks your way? #newfashionedits

Facebook: [hunkemoller](#), Instagram [@hunkemoller](#)

[#HKMTheLook](#)

About Hunkemöller

Hunkemöller is Europe's leading and fastest-growing lingerie brand, with 900 stores across 19 countries. Founded in Amsterdam in 1886, the company has since developed into a pan-European omnichannel lingerie brand. Hunkemöller delivers perfect fitting, fashionable, and high-quality bodywear products (bras, underwear, nightwear, swimwear, and other categories including fitness gear). Hunkemöller is a truly omnichannel 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. Sustainable journey Together Tomorrow was launched in 2020, a name created to unite all activities that look after the planet and its people.

www.hunkemoller.com

Press contact:

Janine Hurink
Global PR & Influencer Marketing Manager
T 31 (0)6 121 98 023
E janine.hurink@hunkemoller.com