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Lucy Hale partners with Hunkemöller and her collection fully expresses her power as a confident, empowered, woman in her element.

- A collection designed to make you feel confident, strong, sexy and empowered.
- Romantic, almost dramatic, styles that combine gorgeous velvets with beautiful laces in colours very personal to Lucy like an original teal blue and nostalgic pale pinks.
- Collection launches October 18th in sizes ranging from 70A-90G and 2XS-3XL

“When I wear these pieces, I feel really confident, strong and empowered —and that was the point.”

Lucy Hale opens the video dressed in her own designs, framed by the window of a gorgeous LA terrace overlooking the sea. This campaign video is already a story of empowerment, where Lucy explores different collection moments in a trendy LA beach house, both alone and with her dogs Elvis and Ethel. Lucy has played many roles, yet this time around Lucy shows us who she truly is. At the same time an exclusive interview gives us a rare glimpse into the woman behind the collection.

For Lucy, the collection is a celebration of body positivity, acceptance of herself, and self-love. She has gone from being a little insecure as a 20-year-old to telling herself every day that she is enough, and simply – like the special tattoo on her arm proclaims, one that her sister shares ‘I love you’. It is this love of herself that's really special:

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“I’m at this place in my life where I accept all parts of me, not just the good parts. The good, the bad, the ‘ugly’, and so to feel empowered in something that is vulnerable like lingerie, that is special to me. To be here, shooting pieces that I had a hand in designing and actually wearing them, that just shows I have come a long way and I hope that’s apparent through all of it – the collection, the imagery, the video.”

Lucy worked closely with the Hunkemöller design team for over two years to create lingerie that empowers every woman to be their most beautiful self. This is always Hunkemöller’s aim and so the collaboration worked perfectly:

“We’re in this incredible time in the world for people, just embracing what makes them different. What makes people beautiful are the little things – these are also what make you different”.



About the collection

The collection is exactly how Lucy envisioned it and what she likes to wear herself: a mix of beautiful lingerie styles that give the wearer an empowered confidence – bras, bralettes, strings and Brazilians. All of the collection comes in stand-out romantic colours like ‘nostalgia rose’ and ‘reflecting pond (a teal colour)’ and sexy shapes, new shapes that hold intricate lace and new fabrications of signature Hunkemöller styles.

The **Elissa** demi longline, for example, is super feminine as a new fabrication using plisse tulle with a draping effect to give that romantic feeling. Paired with delicate eyelash lace, it is sure to become your go-to beautiful bra. There is also a demi-padded version of this. And introducing a stunning new ¾ pad cup shape, the **Kelsey**. This is a luxurious combination of delicate lace; with velvet floral motifs for contrasting texture and picturesque strappy back detailing

you can always show off. In the gorgeous **Margaret**, meanwhile – the eyelash lace is a statement in itself and in addition the strappy detailing & sparkling rose gold hardware are really striking. A beautiful new plunge unpadded longline bra has been added which features a shallow cup for an extra light boost. Stunning corseted style longline bras come in unpadded or push-up versions depending on what you prefer. Not to be missed is the **Kristin** bralette, which features small straps and lace for a perfect balance of bold and romantic, and is available in caviar and nostalgia rose. Next to this, the collection also features the beautiful long sleeved and underwired body **Julia** and the limited edition **Aria** Body, two of Lucy’s favorites. Lastly, the flowery kimono is the perfect morning beginning, or evening finale – totally fitting this story of self-love.



“Empowerment is the greatest thing you have for yourself. There is only one you, you can only offer your gifts to the world and I think that taking your power back is, well, amazing, it feels amazing to do — that’s what I really wanted to come through in this collection.”

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About Lucy Hale

Lucy Hale has captured the attention of millions through her dynamic on-screen performances in some of the most buzzed about projects in film and television.

Hale starred as the titular character in the HBO MAX series "Katy Keene," a "Riverdale" spin-off based off of the Archie Comics characters. "Katy Keene" was highly anticipated and premiered on The CW before moving to the streaming platform. Time Magazine referred to the show as "a Delightful Fairy Tale for a New Decade" and Variety called it "a winning series."

In 2020, Hale starred alongside Michael Peña and Maggie Q in Blumhouse Productions' thriller FANTASY ISLAND, directed by Jeff Wadlow. Her other projects include: the romantic comedy THE HATING GAME based off the best-selling book, the rom-com A NICE GIRL LIKE YOU, BIG GOLD BRICK opposite Andy Garcia, Megan Fox and Oscar Issac, SON OF THE SOUTH from Executive Producer Spike Lee, and the thriller BORREGO which Hale is also an Executive Producer on.

Up next, Hale will star as the lead, DC Lake Edmunds, in the new series, Ragdoll, which premieres later this year on AMC and Alibi.

In 2010, Freeform's smash-hit series "Pretty Little Liars" premiered, launching Hale in stardom. For her portrayal of Aria Montgomery, Hale won a People's Choice Award for Favorite Cable TV Actress in 2014; she was nominated for the same award the following three years. She has also won seven Teen Choice Awards for Choice TV Actress/Star, and she was presented with the 2013 Gracie Award for Outstanding Performance by a Female Rising Star. The seventh and final season of the show aired on June 27, 2017.

Prior to "Pretty Little Liars" she starred as the lead in The CW's critically acclaimed comedy "Privileged." That same year, Hale starred in Warner Bros.' coming of age comedy THE SISTERHOOD OF THE TRAVELING PANTS 2 alongside Blake Lively, Amber Tamblyn and America Ferrera.

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About Hunkemöller

Hunkemöller is Europe's leading and fastest-growing lingerie brand, with 850+ 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.Hunkemöller.com

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