

# hunkemöller



## Hunkemöller launches new Rebecca Mir collection

An exploration of femininity for a seductive, empowering collection with a playful vibe

- **First photoshoot for new mom Rebecca Mir after giving birth – a Femme Fatale, with a positive vibe**
- **A fashion driven and versatile collection, vibrant and outspoken with statement lingerie pieces suitable for day and night**
- **Beautiful styles in rich colors like rhododendron, nightshadow blue, caviar and coral cloud**
- **Collection launches August 30 in sizes ranging from 70A-90G and XS-XL**

After a highly successful collaboration with Rebecca Mir in October 2020, we are proud to present our new collection with her. A fashion driven and versatile collection, vibrant and outspoken, with statement lingerie pieces suitable for boudoir and outerwear styling. Combining a flirty, seductive, and playful side to capture different moods, day and night.

For this second collection, Rebecca worked together with the Hunkemöller design team to create lingerie that empowers every woman to be their most beautiful self. Hunkemöller and Rebecca were really excited to work together again. In her own words, she says:



*"This was really a dream come true. Creating my own collection with styles that feel like me. I fell in love with the new blue tones that we introduced as well as the beautiful bodies that can be worn at any moment of the day. The shoot in Ibiza was amazing, of course I was a bit nervous having just given birth but I'm so happy with the end result, I could not be more proud".*

### **An exploration of femininity**

Rebecca and the Hunkemöller design team explored the theme "femininity" resulting in a seductive, empowering collection with a playful vibe. Inspired by 'The Birth of Venus' by Botticelli, the campaign encompasses all the attributes of the goddess Venus herself: love, beauty, desire and prosperity. As we see Rebecca being 'reborn' into motherhood, the collection highlights the empowering, sexy and unique woman she is.

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## Statement lingerie pieces suitable for day and night

The beautiful Philomena set in nightshadow blue has an extra crossover front for a sexy peekaboo effect and soft lacey strapping for a playful twist. Oceana, a best-seller long-line, uses our heroes favorite cup shape and is a new outspoken fashion option suitable for bigger sizes. Delicate and high quality hosiery is matching with the lingerie sets for a full look head to toe. The high rise tights have a lace band and a beautiful fishnet pattern.

The collection offers three rich and detailed bodies that can be worn at any moment of the day. The 'Lana' long-sleeved body in caviar has special detailing and an exclusive embroidered lace for a textured effect and playful strapping. The 'Heira' cupped body in caviar combines a flattering sweetheart neckline with full coverage, suitable as a styling piece worn with high waist outerwear. The 'Brooklyn' body in Rhododendron is a more revealing and seductive piece with see through elements that will definitely give you a feminine vibe.



## About Rebecca Mir

"Rebecca Mir came 2<sup>nd</sup> in the 2011 Germany's Next Top Model series, something which changed her life forever. It gave her even more drive to succeed. Rebecca is currently one of Germany's biggest stars and the face of high-end brands. She wants all women to know that if they set their mind to it, they can achieve anything, just like she did with her dream. She is passionate about representing women in all their diversity."

**Facebook: [hunkemoller](#), Instagram [@hunkemoller](#), TikTok [@hunkemollerofficial](#)**

**#RebeccaforHKM #hunkemoller**

## 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.Hunkemöller.com](http://www.Hunkemöller.com)

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