



Events | 24.09.2022

AW22 COLLECTION PREMIERE AT MILAN FASHION SHOW

During About You Fashion Week, Tom Tailor presents key pieces from the new AW'22 denim collection on the runway in Milan. In focus: jackets made from recycled materials.

Influential content creators in the front row. A community of brand fans on their phone. This Friday, on September 23, everyone was able to watch our runway show live. It was during About You Fashion Week in Milan where we debuted our newest looks - the key pieces of our autumn/winter collection. Twisting the iconic 90's denim look with a nautical cool.

"The show reflected who we are as a brand. All runway looks were created with our signature on-trend ease, focusing on more sustainable innovations: Our new Repeve® our ocean jackets are made of recycled materials. Our new BE PART denim fits use less water", says Franziska Schulze, our Director Product.

15 international models walked the runway in denim, knits and puffer jackets. The nautical vibes from the sea.

THE AYFW IN MILAN WAS THE MOST SUCCESSFUL ABOUT YOU EVENT EVER.

Around 8.000 international guests, content creators, industry insiders and fashion fans on site.

Around 2.1 billion media contacts in print, digital, TV and social media.

MILAN W/YOU

We took four creators - our creator crew - and 684k followers on Instagram with us to Milan. Extending the experience with behind the scenes content. Capturing the vibe during About You Fashion Week - out and about, next to the runway, backstage and in our Tom Tailor Crew Studio. It was a time to connect, create and celebrate. Sharing our impressions with our social media community.

For further inquiries contact communications@tom-tailor.com

