

Press release – Hamburg, May 2021

BRAUN Hamburg to launch new label „BRAUN HAMBURG ESSENTIALS” with the exclusive HOME OFFICE CAPSULE COLLECTION.



Corresponding to the current situation, in which home has become the new workplace for many people, luxury menswear retailer BRAUN Hamburg presents its own working from home capsule collection for the first time. The limited designs of the "BRAUN Hamburg ESSENTIALS" collection are exclusively produced in Portugal.

The capsule collection, which will be released in May, includes eight different essentials to easily combine relaxed and stylish home office looks – but are also perfect for feeling comfortable at home offside working in front of the computer. The collection includes first-class casualwear creations made of fine cashmere and cotton that promise a comfortable feel and touch. Exclusively made in Portugal, the collection stands for sporty essentials, luxury and masculine understatement.

"I am pleased to directly enter the market in such a contemporary way with our new brand BRAUN Hamburg Essentials. Working from home has become the norm in the present situation – so we want to offer our customers the perfect wardrobe for this occasion as well," says CEO Lars Braun.

BRAUN Hamburg never comes to a standstill: With three stores in the heart of the city centre in Hamburg and a completely new version of the online shop, the new capsule collection of the luxury menswear retailer is not only presented online at www.braun-hamburg.com, but in times of Covid-19 it is also available in the stores via click & collect in addition to the usual ordering methods.

For more information, printable images and product cut-outs, please get in touch with us:

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About BRAUN Hamburg:

BRAUN Hamburg offers a highly exclusive selection of international luxury brands, such as Bottega Veneta, Brioni, Brunello Cucinelli and Dries van Noten as well as Ermenegildo Zegna, Etro, Moncler, Santoni, Tom Ford and many more. Our heritage fashion house with three shops in Hamburg has always stayed true to our belief that comprehensive service lies at the core of our business.

To achieve this, our trained staff's professional and people skills are crucial. Not only do we offer individual and personal advice, we also provide our own alterations studio as well as laundry and shoe repair services, all of which provide an associated delivery service, and thus take great care of our discerning customers.

BRAUN Hamburg stands for a very diverse range of offerings that is almost unrivalled in Germany. The store at www.braun-hamburg.com provides customers with an individual and exceptional online shopping experience.