



Mercedes-Benz
FASHIONWEEK
BERLIN autumn/winter
2010

For Immediate Release

THE SIXTH SEASON OF MERCEDES-BENZ FASHION WEEK BERLIN

NEW NAMES TO SHOW THEIR AUTUMN/WINTER COLLECTIONS AT BEBELPLATZ BERLIN
ALONG WITH MANY RETURNING DESIGNERS

From January 20 – 23, 2010 Mercedes-Benz Fashion Week Berlin will showcase an exciting portfolio of designers in the German capital. Among the first names to be announced are ALLUDE, Anja Gockel, Arrondissement Aq1, CUSTO Barcelona, .DIMITRI by Dimitrios Panagiotopoulos, Hausach Couture, ic! berlin, Kilian Kerner, Marcel Ostertag, Mongrels in Common, No Ifs, PerretSchaad, Lena Hoschek, Rena Lange, Sam Frenzel, SCHUMACHER and Strenesse Blue. BOSS Black and Joop! will show offsite.

“We had a very successful season in July with 33 shows and presentations under the umbrella of Mercedes-Benz Fashion Week Berlin,” says Maia Guarnaccia, Vice President IMG Fashion, Europe. “The event continues to grow in the number of shows as well as the profile and calibre of designers. While our goal is always to maintain the event as an organic platform for the industry here, it is heartening to see its continued success even in the face of the current difficult economic climate.”

Kilian Kerner, who has shown his collections with Mercedes-Benz Fashion Week Berlin in past seasons, is now also head designer of the new label No Ifs, which will present its premiere collection at Mercedes-Benz Fashion Week Berlin. Also ic! berlin, known for their innovative glasses, will showcase their first fashion line. Peek & Cloppenburg will present Sam Frenzel, winner of last season’s Designer for Tomorrow Award. After his success at this high profile competition, he was praised by media around the globe. Fashion journalists are anxiously awaiting his first full catwalk show. The Designer for Tomorrow program will take place once a year in July, with Peek & Cloppenburg supporting the winning designer with a solo show at the January events.

“Mercedes-Benz Fashion Week Berlin is very experimental, creative and inspiring,” says Anders Sundt Jensen, Vice President Brand Communications Mercedes-Benz Cars. “This season’s key visual, created by Nick Knight and Gareth Pugh, mirrors these elements. With their trendsetting work they have perfectly shown the connection between fashion and technology and staged our new sports car, Mercedes-Benz SLS AMG and model Julia Stegner in a spectacular way.”

During Mercedes-Benz Fashion Week in July 2009, thousands of business professionals from all around the world were attracted to the German capital. The common dates with fashion tradeshows like BREAD & BUTTER and PREMIUM generated an estimated 200.000 additional hotel nights, as announced by the Berlin tourist board shortly after the event. In the meantime new showrooms and fashion stores have



Mercedes-Benz
FASHIONWEEK
autumn/winter
BERLIN 2010

started their business in Berlin and more designers have found a new home in this creative metropolis, making it the only true fashion capital in Germany.

“Mercedes-Benz Fashion Week Berlin with its catwalk shows is an outstanding event with international relevance for established brands and emerging stars. This event played a major part in establishing Berlin as a fashion capital,” says Harald Wolf, Major and Senator for Economics, Technology and Women’s Issues, Berlin. “Additionally the German capital offers Showroom-Mile as a format that presents fashion in extraordinary places and in different contexts, which speaks to a fashion interested audience. I’m positive that with the portfolio of catwalk shows, trade shows and events we will see continued success.”

Mercedes-Benz Fashion Week Berlin is made possible by the following sponsors: Mercedes-Benz, DHL, Maybelline Jade and Peek & Cloppenburg KG Düsseldorf and will again be endorsed by the Senate for Economics, Technology and Women’s Issues, Berlin.

For online registration and further information please visit: www.mercedes-benzfashionweekberlin.com.

Press Contact:

Daniel Aubke
IMG Fashion, Europe
Saarbrücker Str. 36
10405 Berlin
Tel: +49.(0)30.889 22 89 - 23
daniel.aubke@imgworld.com