



Mercedes-Benz  
**FASHIONWEEK**  
**BERLIN** spring/summer  
**2010**

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*For Immediate Release*

## **MERCEDES-BENZ FASHION WEEK BERLIN ANNOUNCES FIRST DESIGNER NAMES**

CUSTO BARCELONA, ESCADA AND GANT ON THE BERLIN SCHEDULE FOR THE FIRST TIME

In its fifth edition already Mercedes-Benz Fashion Week Berlin will present a schedule, from July 1 to 4, of well-known designer brands mixed with emerging talent from Germany. Guido Maria Kretschmer, Michael Michalsky, Scherer Gonzalez, Schumacher and Smeiliner will return to IMG's catwalk and showcase their collections to national and international buyers and editors.

"By now Mercedes-Benz Fashion Week Berlin has become a guarantor for exposure and success within the international fashion calendar. We are excited that renowned brands such as Custo Barcelona understand the significance of Berlin as a fashion destination and make our schedule even more exciting," says Maia Guarnaccia, Vice President IMG Fashion Europe. "With continued support of our partners we will once more build impressive tents in Bebelplatz to ensure the best possible venue for our designers and guests. We expect many international fashion experts to travel to Berlin to discover German and international designers."

Amongst others, BOSS Orange, Custo Barcelona, GANT, Lena Hoschek and Mongrels in Common will show their creative ideas within Mercedes-Benz Fashion Week Berlin for the first time. Inspiring events like "ESCADA – A View on Fashion 1978 – 2009", the Gala Fashion Brunch and the award show "Designer for Tomorrow by Peek & Cloppenburg Düsseldorf" will complement the final schedule, which will be released two weeks before the event in July. Also several fashion tradeshows, such as PREMIUM, BREAD & BUTTER, ProjektGALERIE will take place at the same time as Mercedes-Benz Fashion Week Berlin Spring/Summer 2010 and attract thousands of retailers to the fashion capital Berlin.

"Within two years Mercedes-Benz Fashion Week Berlin has become the only German fashion event that is a relevant factor in the international fashion calendar. Berlin now belongs to the most important fashion capitals again, Mercedes-Benz Fashion Week Berlin being the driving force of this development. We are very proud of that," says Anders Sundt Jensen, Vice President Brand Communications Mercedes-Benz Cars. "With its remarkable mix of international and German designers along emerging talent, Mercedes-Benz Fashion Week Berlin is quite special and attracts more visitors and industry experts every season."



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International star photographer Peter Lindbergh staged Mercedes-Benz brand-ambassador Julia Stegner and the new E-Class Coupé for the key visual of this season. The photograph will be the official picture motif of Mercedes-Benz Fashion Week Berlin Spring/Summer 2010.

„The tradeshows that are grouping around Mercedes-Benz Fashion Week Berlin strengthen Berlin as a fashion capital. Thanks to a common date, many retailers and fashion editors will come to Berlin to experience the strongest fashion week to date, discover designers and kick off the season,“ explains Harald Wolf, Major and Senator for Economics, Technology and Women’s Issues, Berlin. “I am very happy that fashion is beginning to play an important part in Berlin’s economy.”

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

For online registration please visit: [www.mercedes-benzfashionweekberlin.com](http://www.mercedes-benzfashionweekberlin.com). Also click on “MEDIA” for photos and videos about the new key visual of Mercedes-Benz Fashion Week Berlin.

Press Contact:

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