



Mercedes-Benz
FASHIONWEEK
BERLIN spring/summer
2010

For Immediate Release

MERCEDES-BENZ FASHION WEEK BERLIN SHOWS CONTINUED GROWTH

MANY NEW AND RETURNING DESIGNERS ON BERLIN'S RUNWAY SCHEDULE

Mercedes-Benz Fashion Week Berlin has continued to grow since premiering in July 2007 and will again this summer present an ever increasing number of designer runway shows. Conversations with interested brands and designers are still ongoing, but confirmed thus far are Anja Gockel, Black Coffee, BOSS Orange, CUSTO Barcelona, EASTPAK, ESCADA, GANT, GREENshowroom, Guido Maria Kretschmer, Kilian Kerner, Kunsthochschule Weißensee, LAC ET MEL, Lala Berlin, Lena Hoschek, Michalsky, Michael Sontag, Mongrels in Common, Pablo Ramirez, Patrick Mohr, Penkov, René Lezard, Sabrina Dehoff, Scherer González, SCHUMACHER, Smeiliner, Starstyling, Strenesse Blue, University of Fine Arts Berlin.

“Our designers know that a catwalk show within Mercedes-Benz Fashion Week Berlin is a very good investment, even in challenging times,” says Maia Guarnaccia, Vice President IMG Fashion Europe. “The marketing reach of these shows is tremendous and the costs in Berlin are reasonable compared to Paris or Milan. Here also, they find an amazing audience filled with editors from key national and international publications, as well as retailers from all parts of the world.”

“Thanks to the strong partnership between IMG, the city of Berlin and ourselves, Mercedes-Benz Fashion Week Berlin has returned into the top class of fashion metropolises,” says Anders Sundt Jensen, Vice President Brand Communications Mercedes-Benz Cars. “The continuously growing number of designers, visitors as well as other fashion events all around Mercedes-Benz Fashion Week Berlin is proof of this success.”

The Award-Show “Designer for Tomorrow by Peek & Cloppenburg Düsseldorf” will again put amazing young talent on the runway of Mercedes-Benz Fashion Week Berlin and give them the chance to be discovered as the next up-and-coming designer. Out of more than 150 applicants, 8 finalists will get to showcase a capsule collection in front of an expert jury and a large industry audience. The winner will be awarded with a prize and extensive tutorial by Peek & Cloppenburg KG Düsseldorf. Last season’s participants have received huge media attention and have started promising careers with companies such as adidas and Comme des Carçons.

For the third time, the Showroom-Mile, an initiative of the Senate for Economics, Technology and Women’s Issues, Berlin, will present a large number of designers, such as van Reimersdahl, Butterflysoulfire or Zeha. Local businesses and institutions support this great effort and make space



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for the collections. Berliners, tourists and the industry guests of Mercedes-Benz Fashion Week Berlin are invited to experience these local designers within unique settings.

“Showroom-Mile is a perfect addition to Mercedes-Benz Fashion Week Berlin,” says Harald Wolf, Mayor and Senator for Economics, Technology and Women’s Issues, Berlin. “We open this fashion event for the general public and found several companies and partners who give space and other benefits to the designers. Again this season Showroom-Mile will represent 50 designers and artists from Berlin and around the world.”

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 further information and our online registration please visit www.mercedes-benzfashionweekberlin.com. Proceed to “MEDIA” for photos and videos about Mercedes-Benz Fashion Week Berlin.

Facts & Figures Mercedes-Benz Fashion Week Berlin Spring/Summer 2010

- Number of presented designer looks this season: circa 1500
- Model bookings: approximately 650
- Number of volunteers: 150
- Number of hangers: 1200
- Building size including outside areas: 5000sqm
- Size of carpet laid out in the structure: 2500sqm
- The lobby will be equipped with more than 100 spotlights
- More than 6km of cable will be used
- On main days during construction there will be 150 people working onsite simultaneously
- VÖSLAUER will provide more than 22,000 bottles of mineral water, Biolimo and Balance
- 7,000 pouches of ANGEL Natural Energy Drink will be given to the visitors by ANGEL DRINK GmbH
- BREE will produce 1,800 goodie bags for our guests
- Outdoor furniture expert DEDON will furnish the lobby with the collections SLIM LINE and Special Edition D.D.C. (70,740m of DEDON fibre have been used for these pieces)
- Mercedes-Benz Car Service will shuttle about 3500 people and will cover a distance of more than 30.000 kilometres



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