



Mercedes-Benz  
**FASHIONWEEK  
BERLIN**

**PREMIUM**

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*For immediate release*

## **MERCEDES-BENZ FASHION WEEK BERLIN AND PREMIUM ANNOUNCE THEIR DATES FOR SPRING/SUMMER 2010**

JOINT DATES WITH TRADESHOWS WILL STRENGTHEN BERLIN AS A FASHION CAPITAL

Mercedes-Benz Fashion Week Berlin and PREMIUM Exhibitions, with continued support by the Senate for Economics, Technology and Women's Issues Berlin, are changing their previously announced dates as follows:

Mercedes-Benz Fashion Week Berlin Spring/Summer 2009:  
PREMIUM Tradeshow:

July 1, 2009 – July 4, 2009  
July 1, 2009 – July 3, 2009

“In the interest of what is best for Berlin we have decided to change the dates of this season's Mercedes-Benz Fashion Week Berlin,” said Maia Guarnaccia, Vice President IMG Fashion Europe. While the new dates present certain challenges to many of the German and Berlin based designers that show with us, we have, in consultation with our partners and designers, agreed to move our dates so that Berlin may present a unified fashion platform to the international fashion industry in July 2009.”

“It is important as Berlin grows as an international fashion capital, that it not lose site of the very exciting designers and brands that call the city and country home,” Mr. Guarnaccia continued. “Mercedes-Benz Fashion Week Berlin is the internationally recognized platform for these businesses and it is our sincere hope that future dates for the events in Berlin can be adjusted so as to better suit their needs.”

Many designers are already showing interest in doing a runway show within the Mercedes-Benz Fashion Week Berlin Spring/Summer 2010. Along with the tradeshow new visitor records are being expected in the German capital and the media attention has already grown tremendously from season to season since Mercedes-Benz Fashion Week Berlin premiered in July 2007.

“For us, it was very important right from the start to find a common date with all protagonists of Mercedes-Benz Fashion Week Berlin – everything else does not make sense. Especially in times of recession all event organisers should coordinate themselves in favour of the industry – exhibitors and buyers – and present a strong week. The entire discussion shows that Berlin is a strong internationally relevant fashion city,” said Anita Tillmann and Norbert Tillmann, PREMIUM Exhibitions GmbH.



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The fifth edition of Mercedes-Benz Fashion Week Berlin will again take place at Bebelplatz in the historic centre of Berlin. Next to catwalk shows there will be a large number of other fashion events, such as the Showroom-Mile of the Berlin Senate, which is also open to the public.

“By having a unified calendar of tradeshow and Mercedes-Benz Fashion Week Berlin the city will set the schedule of events for the industry. With all of the events together we are underlining the significance of Berlin both domestically and internationally. For Berlin, it is important to support dates that work for the entire industry and my office will lead the discussion on a common schedule for future seasons”, says Senator Harald Wolf.

The Mercedes-Benz Fashion Week Berlin Spring/Summer 2009 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 more information please visit: [www.mercedes-benzfashionweekberlin.com](http://www.mercedes-benzfashionweekberlin.com).

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