

#berlinfashionweek www.fashion-week-berlin.com

BERLIN 16-19 FASHION JANUARY WEEK 2018

 Berlin Partner
for Business and Technology

Senate Department
for Economics, Energy
and Public Enterprises

be  Berlin





© Sabine Brauer

FASHION HOTSPOT BERLIN

Berlin represents a national and an international appeal; an exciting mix of art, film, music and fashion. This is where tomorrow's trends are born. Berlin attracts a great number of young creative people from all over the world thanks to the excellent living conditions and freedom of design. The creative industry of the city is still very young. Only about 20% of the companies were established before 1990 or have previously settled in Berlin. The vast majority of them has been founded from the mid 90s onwards.

There are more than 2,500 companies in the capital working in the fashion industry (report November 2016). Berlin has become the city with the highest density of fashion-related companies in Germany, the fashion sector employing about 22,900 people. In 2014, the turnover of Berlins fashion industry rounded up to 4,3 billion euros, to which the Berlin Fashion Week contributed a major part.

Source: Basic Statistic Office/ Federal Statistics Office



2.500

companies in the
fashion industry



23.900

people working in
fashion-related
companies



4,3 Mrd. Euro

sales in the fashion
industry a year

THE BERLIN FASHION WEEK

After just a few seasons (since the founding of MBFW), Berlin has established itself as one of the top 5 fashion sites worldwide with over 200,000* visitors, each season, more than 70 fashion shows during the Fashion Week as well as numerous trade shows, events and showrooms. In 2015, around 200,000 people came to visit the Fashion Week, further fueling the city's economy with about 120 million euros. The broad range of Berlin's fashion

sector offers everything from high-end couture and tailoring to eco-fashion and streetwear, from single pieces to collections. Green Fashion and Upcycling are becoming increasingly important; more and more fashion labels in Berlin concern themselves with production according to ecological standards. The Green Showroom and the Ethical Fashion Show as well as other major trade shows are showcasing numerous brands of the Eco-Portfolio.



200.000

visitors



70

fashion shows



120 m. Euro

economic strenght
each season

*includes multiple countings





SPONSORSHIP

Berlin has an exceptionally high density of fashion schools in Europe as well as a steadily increasing number of design talents. There are (at least) thirteen fashion schools that focus on training young aspiring talents to become outstanding designers, e.g. the Universität der Künste, the ESMOD - International Academy of Fashion and AMD - Academy of Fashion and Design, to name a few.

Many people call Berlin the new Silicon Valley, and it is true that many investors are browsing through the creative capital in search of new ideas, creative minds and networking opportunities.

Additionally, since 2007 the State of Berlin is supporting numerous individual and infrastructure projects with around 1 million euros per year via the Berlin Senate Department for Economics, Technology and Research.

Among others, the supportive measurements include:

AT LEAST 8 PRESENTATION AND DEFILÉ SLOTS

for Berlin fashion labels as part of the Berlin Fashion Week.

SUPPORT OF YOUNG TALENTS

through participation at the BERLIN FASHION SALON and the Fellowship Programme of the Fashion Council Germany and the Mentoring Programme.

PARTICIPATION AT THE BERLIN SHOWROOM

partnership presentations abroad (presentations of womenswear and menswear collections during the Paris Fashion Week) and many more.

STATEMENTS ABOUT BERLIN FASHION WEEK

PhotoCredits: SenWiEnBe



"Berlin Fashion Week stands for successful trade fairs, more than 50 fashion shows, up-and-coming designers and all issues surrounding fair fashion, circular economy and fashion tech. In the near future, I expect these areas, in particular, to generate tremendous innovative thrust once connected with the city's ever growing startup scene."

RAMONA POP, BERLIN MAYOR AND SENATOR FOR ECONOMICS, ENERGY AND PUBLIC ENTERPRISES

PhotoCredit: Ralph Mecke für DER BERLINER MODE SALON

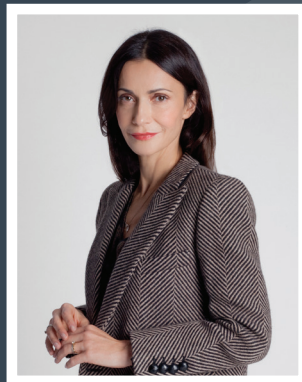


"This is a brilliant opportunity for Berlin! At the moment, entire collection rhythms and international events are being re-considered and re-defined. What's more, Berlin is at the forefront of the startup scene in Europe. Perhaps these factors could work to our advantage and enable Berlin to reposition itself as an independent city alongside Paris, Milan and London under the label of 'Emerging-Tech-Unisex'. We are looking forward to the future!"

MARKUS KURZ, CO-INITIATOR OF DER BERLINER MODE SALON & MANAGING DIRECTOR OF NOWADAYS

"Berlin is a unique fashion location, arguably offering the largest and most diverse fashion selection available on the market. Large trade fair platforms and smaller niche formats cover all segments, ranging from women's and men's clothing, through shoes, accessories as well as street and urban wear. These segments are enriched by innovation concepts such as our #FASHIONTECH conference which aims to display the digital future of fashion. To date, this is unparalleled in the fashion scene."

ANITA TILLMANN, CEO PREMIUM GROUP



PhotoCredits: Boris Kralj

"Berlin grew up over the last years and became a hub for the European start-up industry. The Berlin Fashion Week as a platform for young fashion labels contributed significantly to this development. By now, the city offers upcoming design talents a strong starting position. We also continue to work on keeping Berlins international appeal on a high level."

JÖRG WICHMANN, CEO PANORAMA BERLIN



PhotoCredits: Peter Lorenz für Panorama Berlin

Tuesday, 16 January 2018, 10am -7pm
Wednesday, 17 January 2018, 10am -7pm
Thursday, 18 January 2018, 10am -5pm

PREMIUM INTERNATIONAL FASHION TRADE SHOW

PREMIUM



PREMIUM_SS2018_2105©offenblende

Since 2003 PREMIUM has been at the forefront of the global trade show scene and the most important international business and networking platform for advanced contemporary fashion. As the trailblazer and pioneer in the industry, the PREMIUM team continuously analyses the latest lifestyle trends and new topics from all over the globe in order to define and present the trends of the future.

With 1,000 brands and 1,800 collections, and with new labels making up to 30 % per season, PREMIUM provides the industry with a handpicked selection of the most relevant and sought-after international collections – all under one roof. PREMIUM's seasonal preview of international contemporary fashion presents buyers with an exciting overview of the upcoming fashion season.

Following high quality standards, PREMIUM constantly works on perfecting and developing its B2B services, adapting these to the ever-changing needs of the industry and guaranteeing an efficient ordering process. While still keeping business at the forefront, PREMIUM always aims to inspire while fostering business relations as well as interdisciplinary knowledge transfer.

PREMIUM is a format of PREMIUM GROUP.

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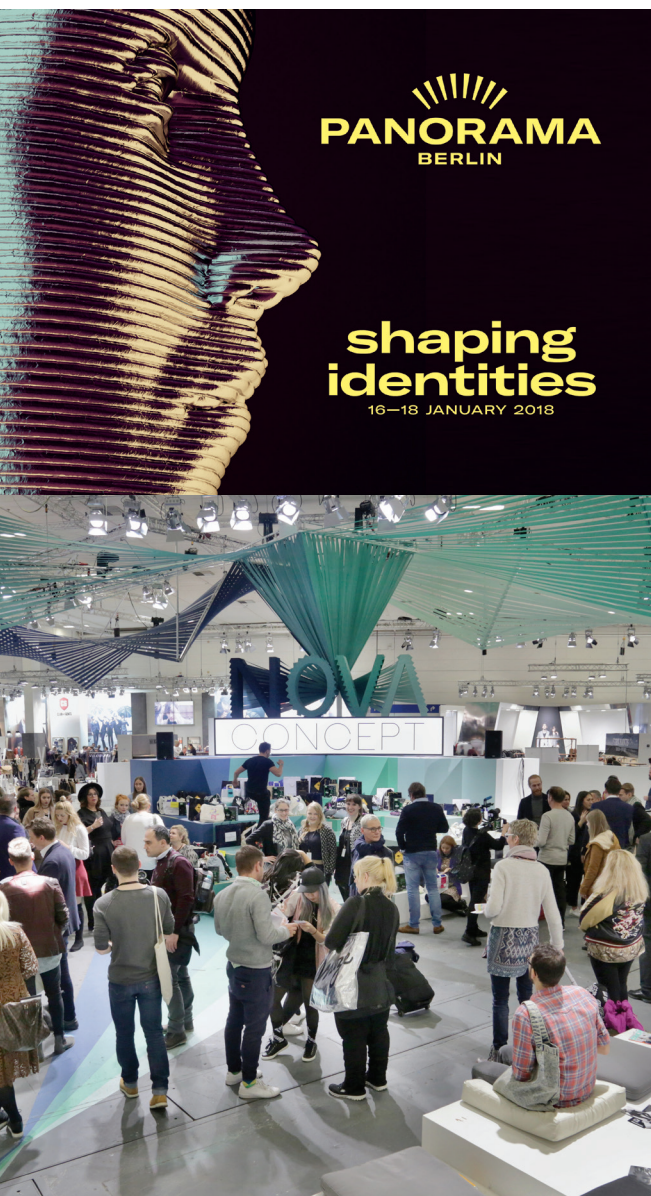
WEB

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Tuesday, 16 January 2018, 9am - 5pm
Wednesday, 17 January 2018, 9am - 5pm
Thursday, 18 January 2018, 9am - 6pm

PANORAMA BERLIN

MARKETPLACE FOR FASHION & LIFESTYLE



According to the meaning of the word, Panorama Berlin offers a broad overview of national and international mens and womenswear collections. Thereby, it enriches the international trade fair landscape consistently with strong and relevant new brands from formal and casual wear, contemporary and denim to accessories, shoes, sustainable fashion and plus size as well as with selected lifestyle products. Since its premiere in January 2013, the fair quickly became internationally successful and today presents over 800 brands in ten halls on more than 45.000 square meters of exhibition space.

With the motto "Shaping Identities" Panorama Berlin strengthened its position as initiator and catalyst of new concepts and ideas. The next season delivers numerous innovations for brands and buyers. The main halls will be designed like modern department stores. The architecture leads the visitors into the center, where selected lifestyle products and gadgets are presented which will be adapted to the particular target groups. This strengthens the segments and delivers new sources of inspiration for the buyers. Moreover, these lifestyle areas offer impressively designed community spaces in order to create room for interaction and to reflect the atmosphere of the hall.

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Tuesday, 16 January 2018, 10am - 7pm
Wednesday, 17 January 2018, 10am - 7pm
Thursday, 18 January 2018, 10am - 5pm

SHOW & ORDER X PREMIUM

EXPERIENTIAL RETAIL EXPERIENCE SPACES

FASHION TRADE EVENT
SHOW & ORDER

Featuring a new, striking concept that veers away from conventional trade show concepts, SHOW&ORDER x PREMIUM present an extensive portfolio comprising 200 fashion collections from all segments, together with retail experience products and concepts that captivate and inspire.

After moving from Kraftwerk Berlin, in January 2018 SHOW&ORDER will be held at its new location for the first time: the KÜHLHAUS, which is very close by to PREMIUM, on the STATION-Berlin premises. The change of location goes hand in hand with the metamorphosis of the KÜHLHAUS into an experiential retail experience space that does not resemble a traditional trade show venue so much as reflect the look & feel of a department store.

Over six partly open, gallery-like floors, which will be named after international fashion metropolises, around 200 fashion brands will be exhibiting alongside beauty products, interior and design pieces, stationery, books, art, music, fragrances and magazines, as well as innovative food concepts located in various experience spaces on the different floors.

The goal is to offer buyers inspiration, stories and emotions on a business platform, to allow retailers to differentiate themselves from the global competition thanks to their individual offering and unique, buyer-centric concepts and activities.

SHOW&ORDER is a format of PREMIUM GROUP.

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STATEMENTS ABOUT BERLIN FASHION WEEK

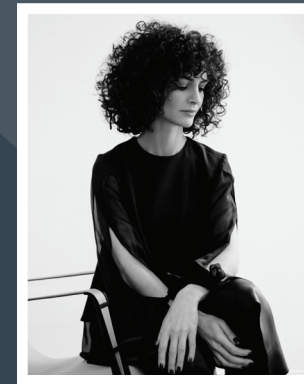
CREDIT: ElektroCouture HQ



"Berlin is an innovative location, especially in the field of technology. With FashionTech as one of the core themes, Berlin Fashion Week provides a theme that makes it stand out from other fashion weeks. This is a huge opportunity to use fashion technology to create a unique feature and an own identity for Berlin as a fashion location."

LISA LANG, FOUNDER & CEO OF ELEKTROCOUTURE GMBH FASHION TECHNOLOGIES SERVICES

Credit: Sonja Stadelmeier



"My aim is to make Nobi Talai a global brand. Berlin as a location is becoming increasingly important for me, as it becomes more and more important as a fashion location."

NOBIEH TALAEI, DESIGNER

"For me, Berlin is the ideal location in Germany to realise one's full potential. I am thankful for the infrastructure. WILLIAM FAN will act internationally from Berlin and my international client base enjoys coming to Berlin in order to discover my brand."

WILLIAM FAN, DESIGNER & WINNER OF THE H&M X FASHION COUNCIL GERMANY FELLOWSHIP PROGRAMME



Credit: WILLIAM FAN Photo by Detlef Eden

Tuesday, 16 January 2018 to
Thursday, 18 January 2018
Schedule via DerBerlinerSalon.com

DER BERLINER SALON

DER
BERLINER
SALON



From Tuesday 16th to Thursday 18th January, 2018, the cultural programme DER BERLINER SALON will be opening its doors in Berlin's historic centre for the seventh time. In an area of the city in which salon culture was once celebrated and which was home to high-quality customised clothing producers, Germany's leading fashion talents will be showcasing their creations in défilés and presentations.

The curated group exhibition on Tuesday 16th, 2018, showcases key pieces and highlight creations of the Fall/Winter 2018/2019 collections. For the very first time, the DER BERLINER SALON exhibition will be expanded to include artistic and creative creations by industrial designers. The initiative uses the event to encourage the development of a new public awareness for ambitious German design.



© DER BERLINER SALON

LOCATION

DER BERLINER SALON
im Kronprinzenpalais
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- Invitation only -

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Tuesday, 16 January, 2018, 10 am to 7 pm

Wednesday, 17 January, 2018, 10 am to 9 pm
(Nightshift 6 pm to 9 pm)

Thursday, 18 January, 2018, 10 am to 5 pm

ETHICAL FASHION SHOW BERLIN

ethical
fashion show
BERLIN



© Thomas Lohnes / Thomas Niedermüller / Getty Images for Ethical Fashion Show Berlin and Greenshowroom

Urban zeitgeist, sustainable fashion and lifestyle. During the Berlin Fashion Week, the Ethical Fashion Show Berlin presents progressive streetwear and casual wear labels. With a clear focus on design and sustainability the trade fair brings together top players from the sustainable fashion segment. The winter edition 2018 will take place at the setting of the Kraftwerk power station Berlin, for the first time.

Together with the Greenshowroom the Ethical Fashion Show Berlin forms a globally unique platform and the largest trade fair for fair fashion and sustainable lifestyles as part of the seasonal Berlin Fashion Week. In addition, specialist conferences, workshops and discussions on innovation, sustainability and technology in fashion will bring together the key players in the fashion industry and encourage them to share experiences on these topics.

At the same time, Messe Frankfurt is stepping up its co-operation with Premium Group as part of #Fashiontech, which will also be held in the Kraftwerk in future. Messe Frankfurt is also launching a new conference by the name of FashionSustain. The Kraftwerk will become a hotspot for the future-oriented topics of fashion, which are innovation and sustainability as well as technology and digitisation.

ETHICAL FASHION SHOW BERLIN is organized by Messe Frankfurt.

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Tuesday, 16 January, 2018, 10 am to 7 pm

Wednesday, 17 January, 2018, 10 am to 9 pm
(Nightshift 6 pm to 9 pm)

Thursday, 18 January, 2018, 10 am to 5 pm

GREENSHOWROOM



© Thomas Lohnes / Thomas Niedermüller / Getty Images for Ethical Fashion Show Berlin and Greenshowroom



Like no other fashion event in Europe, the Greenshowroom stands for elegant designs and sustainable high-grade materials. The new location, the Kraftwerk Berlin, creates an exclusive ambience for fashion, beauty and lifestyle products of the highest standard.

Apart from established labels, many new and upcoming designers will present their collections to an international trade fair audience – at the same location as the Ethical Fashion Show Berlin, the #Fashiontech and the new FashionSustain conference by Messe Frankfurt.

Highlight of the three-day trade fair will be the “Nightshift”. The exclusive evening event will provide additional insights into the trade fairs and further opportunity for ordering and networking. Part of the “Nightshift” will be the Salonshow fashion show presenting the collections of the exhibitors on the catwalk.

GREENSHOWROOM is organized by Messe Frankfurt.

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Tuesday, 16 January 2018, 10am -7pm
Wednesday, 17 January 2018, 10am -7pm
Thursday, 18 January 2018, 10am -5pm

BRIGHT TRADESHOW

BRIGHT



© DSC_4351



© BXXVLD_C_2

Since its debut in 2005, BRIGHT has become Europe's leading specialist fair for street wear, skateboarding and board sports. The range on offer includes around 250 carefully selected brands, among them both established international players and up-and-coming brands with a split of 70 percent menswear and 30 percent unisex collections.

As an established platform that above all owes its popularity to its great vibe, BRIGHT presents leading brands, informs visitors about the latest developments in the industry and lifestyle trends. BRIGHT also organises events throughout Berlin – ranging from skateboard contests through art and music events.

BRIGHT is a format of PREMIUM GROUP.

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Tuesday, 16 January 2018, 10am - 7pm
Wednesday, 17 January 2018, 10am - 7pm
Thursday, 18 January 2018, 10am - 5pm

SEEK

VOICE OF STREET CULTURE

SEEK



As the Voice of Street Culture, each season SEEK presents a choice selection of brands that perfectly translate today's street and urbanwear trends. The portfolio is made up of menswear brands supplemented by a growing number of handpicked womenswear and unisex collections. Alongside the fashion pieces, SEEK also presents a wide range of footwear and accessories collections, gadgets, beauty products, stationery and homewares.

Since its début in 2009, SEEK has placed the emphasis on autonomy, anti-trend sentiment, tradition and provenance. Shaped by subcultures, music and art, SEEK is all about creating, nurturing and reinterpreting values. Precisely for this reason, SEEK welcomes all those brands that retain their individuality by constantly reinventing themselves while not forgetting their roots.

The focus is on carefully defined style tribes that embody the contemporary zeitgeist and guarantee the maximum level of cutting-edge, valuable inspiration for the SEEK audience.

SEEK is a format of PREMIUM GROUP.

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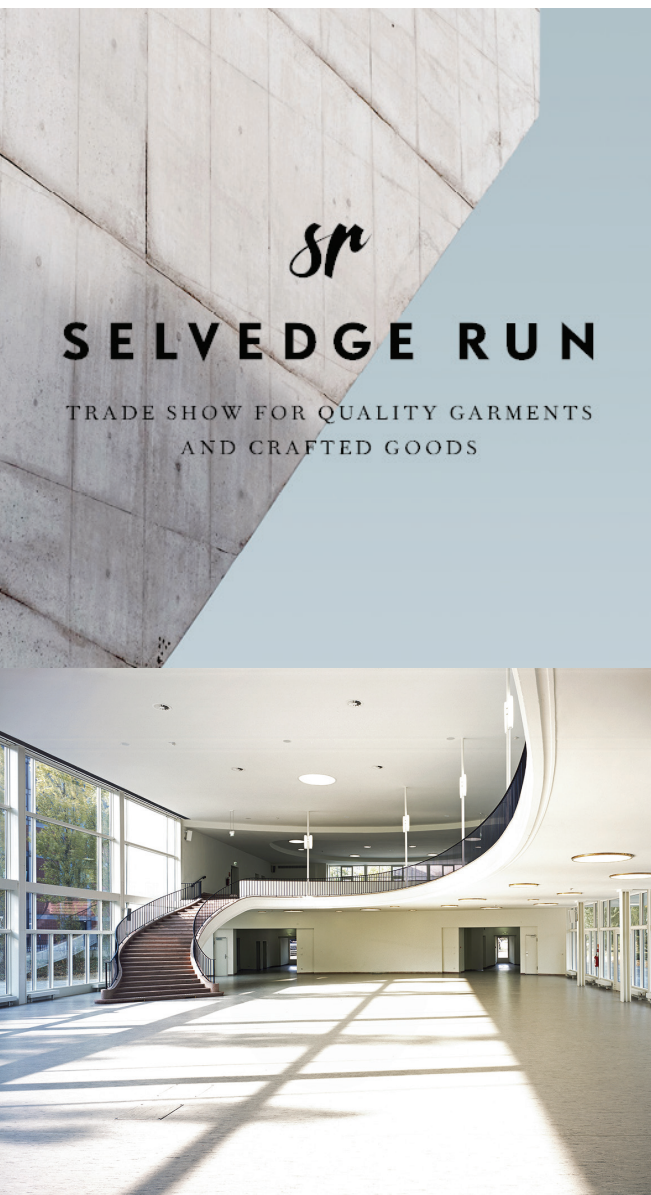
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Tuesday, 16 January 2018, 9am - 7pm
Wednesday, 17 January 2018, 9am - 7pm
Thursday, 18 January 2018, 9am - 4pm

SELVEDGE RUN



Selvedge Run is a work and order-oriented trade show for high-quality garments, shoes, accessories and lifestyle goods. It offers buyers and brands from all over the world the perfect platform for networking, conducting business and establishing prominent presence within the quality-conscious world. It is a chance where buyers can view collections from established brands alongside exciting newcomers to the scene, all with the same DNA, namely craft and quality. Selvedge Run defines itself as an order show. A place to do business. A curated brand portfolio projects quality and buyers, press and industry professionals trust in the concept to bring them across section of brands displaying the qualities of sophistication, durability and timelessness.

Selvedge Run is above all, a place for like-minded individuals and innovators to come together in a friendly and service-oriented environment for the purpose of contemporary and traditional clothing. With its new location (Marshall-Haus) close to Panorama Berlin in the Berlin Expo Center, the show will offer even better service for brands and guests, while hinting on plans for expansion and growth.

LOCATION

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#FASHIONTECH 16 January 2018, 10am – 6 pm
FASHIONSUSTAIN 17 January 2018, 10am – 6 pm

#FASHIONTECH BERLIN



The successful #FASHIONTECH conference format was founded in January 2015 by the PREMIUM GROUP and covers everything to do with innovation and digitalisation in the fashion industry. Global players, industry insiders, communication experts and start-ups and designers will come together to discuss developments, potential opportunities and new approaches within the industry, as well as to meet key partners in the network.

In January 2018 #FASHIONTECH will take the next major leap into the future of fashion: the PREMIUM GROUP is bringing Messe Frankfurt on board as a partner. The partnership will be combined with expanded content and overall concept to come up with solutions to issues affecting the whole of the fashion industry and accompany the industry's digital transformation.

The #FASHIONTECH programme, which focuses strongly on the topics of E-Commerce & Retailtech and Digital Marketing & Communications, will be complemented by Messe Frankfurt's new FashionSustain event, addressing the topics of Tech Textiles and Sustainability.

With their concentrated strength, decades of expertise, in-depth knowledge and shared capabilities, the two strong, leading trade show companies are together creating a content hub for technology, digitalisation, sustainability and innovation, and thereby cementing Berlin's status as a marketplace for fashion and innovation.

#FASHIONTECH and FASHIONSUSTAIN are formats of the PREMIUM GROUP.

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Tuesday, 16 January 2018, 10am - 7pm
Wednesday, 17 January 2018, 10am - 7pm
Thursday, 18 January 2018, 10am - 5pm

COOKIES SHOW - INTERNATIONAL KID'S SHOES & LIFESTYLE BRANDS

COOKIES
SHOW



© Cookies Show

COOKIES SHOW - International Kid's Shoes & Lifestyle Brands is the first trade show that represents children's shoes and lifestyle-brands. In association with the Berlin Fashion Week, held on January 16 - 18, we can be found right in the middle of the city center, where we will create our very own International 'Kids-Design' Platform.

Next to a "Who's Who" of the children's shoe market high profile lifestyle companies will also be present. Innovative young designers such as Shop-Design and Social-Media will make their mark in the showroom, and will give the visitors many exciting, sensible and timely inspirations.

"COOKIES SHOW offers the Kids-Design-Industry a new and timeless trade show concept", explains Project Leader Petra Kischkewitz. "We are creating something new. We don't care about quantity, but rather a fabulous and creative work environment for both presenter and buyer. We are creating a space for new ideas and impulse, for trade and network."

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Pre-Opening: Monday, 15 January 2018

Tuesday, 16 January 2018

Wednesday, 17 January 2018

MBFW



© IVANMAN



© Harf Zimmermann

This January, the upcoming Mercedes-Benz Fashion Week Autumn/Winter 2018 will showcase an enhanced event concept. Along with a new venue in the center of Berlin and a modern and digital notion, Mercedes-Benz Fashionweek Berlin turns into MBFW. Within the new format, Mercedes-Benz and creative agency NOWADAYS band together to further strongly promote Berlin as fashion location and offer an attention-drawing platform for upcoming designers as well as established fashion brands to present their collections twice a year.

The Autumn/Winter 2018 season will be presented at ewerk located in Wilhelmstraße, Berlin-Mitte. With its raw industrial look, the location offers excellent conditions to create an authentic atmosphere where high-end fashion is the centre of attention. Within in the new concept, MBFW focuses on remarkably staged presentations by a selected number of designer labels and brands in one location. This reinforced approach is also reflected in the Brand Experience Area which gives the invited audience during MBFW the opportunity to experience the participating fashion brands in individual and innovative showcases.

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On behalf of

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