

#berlinfashionweek www.fashion-week-berlin.com

BERLIN 4.-7. FASHION JULI WEEK 2017

 **Berlin** Partner
für Wirtschaft und Technologie

Senatsverwaltung
für Wirtschaft, Energie
und Betriebe

be  **Berlin**





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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. 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 Berlin's 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 Mentoring Program of Fashion Council Germany. Furthermore, there are several other sponsorship programs for fashionlabels.

PARTICIPATION AT THE BERLIN SHOWROOM

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



© Berliner Salon_SS17_Antonia_Goy



© Berliner Salon_SS17_Perret_Schaad

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

"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

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 Fashion Week concentrates all activities such as fashion fairs, fashion shows and showrooms under one roof and offers up-and-coming designers, in particular, a professional platform, offering them the opportunity to present their fashion beyond Berlin's borders. As an incubator, Berlin Fashion Week is of immense value to the city when it comes to fashion."

JÖRG WICHMANN, CEO PANORAMA BERLIN



PhotoCredits: Panorama Berlin

Wednesday 5 July 2017 to Saturday 8 July 2017

Schedule and Designer overview
via DerBerlinerSalon.com

DER BERLINER MODE SALON

DER
BERLINER
MODE
SALON

From Wednesday 5th to Saturday 8th July, 2017, the cultural programme DER BERLINER MODE SALON will be opening its doors in Berlin's historic centre for the sixth 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, Friday 7th, 2017, will showcase key pieces and highlight creations from renowned brands and upcoming designers. The DER BERLINER MODE SALON initiative uses the event to increase public awareness of sophisticated German fashion design.

DER BERLINER MODE SALON is also committed to helping German designers increase their presence at national and international retailers. As a result of this much-needed support, up-and-coming brands have been able to present and sell their creations at stores such as KaDeWe in Berlin, Uzwei in Hamburg, LuisaViaRoma.com, Joyce Hong Kong and Browns in London.

ZEITmagazin KONFERENZ Mode & Stil in cooperation with VOGUE takes place as a part of BERLINER MODE SALON on thursday and devotes to the politically explosive subject „Free the Fashion“. The role of the fashion is discussed as an instrument of political spirit of the age.

LOCATION

DER BERLINER MODE SALON
im Kronprinzenpalais
Unter den Linden 3
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© DER BERLINER MODE SALON



© DER BERLINER MODE SALON

Tuesday, 4 July 2017, 10am - 7pm

Wednesday, 5 July 2017, 10am - 7pm

Thursday, 6 July 2017, 10am - 5pm

PREMIUM INTERNATIONAL FASHION TRADE SHOW

PREMIUM



PREMIUM_©Offenblende



PREMIUM8©Offenblende

Since 2003, the internationally leading trade fair has been the number one event in the industry and the most important international business platform for advanced contemporary fashion.

With 1,000 brands and 1,800 collections, PREMIUM makes sure that industry visitors are presented with the most sought-after international collections, current developments and concepts and relevant future trends. By integrating 30% of new collections each season, PREMIUM offers purchasers exciting insights into the next fashion season.

PREMIUM is a business platform seeking to inspire purchasers, strengthen business relationships and promote interdisciplinary knowledge transfer.

By implementing high quality standards, PREMIUM is constantly working towards developing and perfecting its range of services which are being adapted to meet the needs of the industry and guarantee an efficient order process.

PREMIUM is a format of PREMIUM GROUP.

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Tuesday, 4 July 2017, 9am - 6pm

Wednesday, 5 July 2017, 9am - 6pm

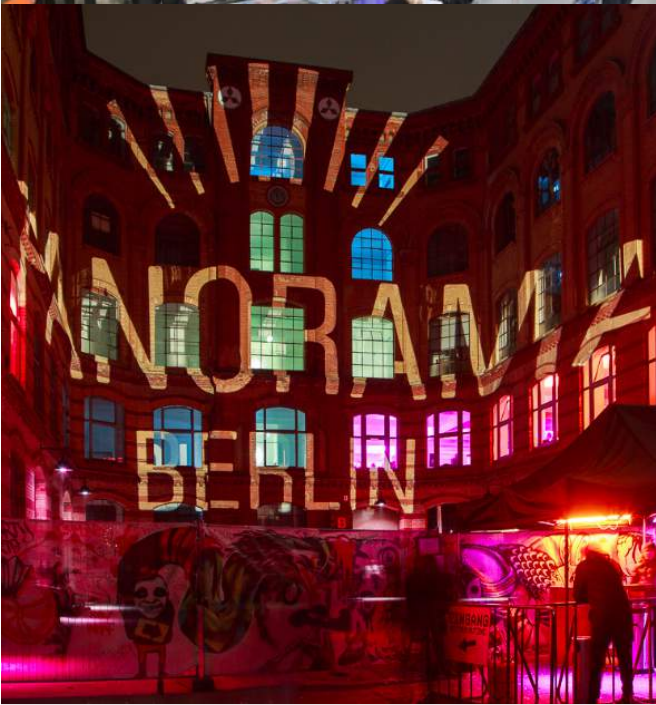
Thursday, 6 July 2017, 9am - 6pm

PANORAMA BERLIN

MARKETPLACE FOR FASHION & LIFESTYLE



© Panorama Bild 1



© Panorama Bild 2

The rapid and continuous growth of Panorama Berlin as well as the positive feedback in national and international press outlets highlight the trade fair's successful concept as a marketplace for leading international fashion brands and lifestyle products.

With a total of ten halls and more than 45,000 square meters of exhibition area, the Panorama Berlin location at the ExpoCenter City on the premises of Messe Berlin offers room for 800 leading fashion and lifestyle brands from the segments of international women's and men's fashion, young fashion, jeans & casual, shoes & accessories, cool contemporaries, lingerie and +size fashion together with selected non-textiles.

The Panorama Berlin spring/summer 2018 is accompanied by an extensive programme with lectures and panels on current topics of the fashion industry.

With more than 50,000 enthusiastic purchasers and industry visitors each season, Panorama Berlin is one of the most important fashion trade fairs in the world. Don't miss out on Berlin's number one trade fair for fashion and lifestyle.

LOCATION

PANORAMA BERLIN

ExpoCenter City

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Tuesday, 4 July 2017, 10am - 7pm
Wednesday, 5 July 2017, 10am - 7pm
Thursday, 6 July 2017, 10am - 5pm

SHOW&ORDER AT KRAFTWERK

FASHION TRADE EVENT
SHOW & ORDER



SHOW&ORDER_HW201718_137©Offenblende



SHOW&ORDER_HW201718_368©Offenblende

The new SHOW & ORDER AT KRAFTWERK is the “modern woman” among the trade fair players. The portfolio consisting of feminine women’s, accessory and shoe collections translates global fashion trends into a feminine overall look.

The appeal is charming, the implementation affectionate and the atmosphere personal. The collections are harmoniously aligned and fascinate through their femininity, sensuality and simplicity. By integrating current trade related issues such as interior design, art, food and diversity, the SHOW&ORDER AT KRAFTWERK is becoming a platform that offers inspiration emotions and stories as well as business solutions.

It addresses traders who recognise the signs of the times and wish to present a unique range of products to their end clients in order to successfully stand out from other competitors.

SHOW&ORDER AT KRAFTWERK is a format of PREMIUM GROUP.

LOCATION

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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."

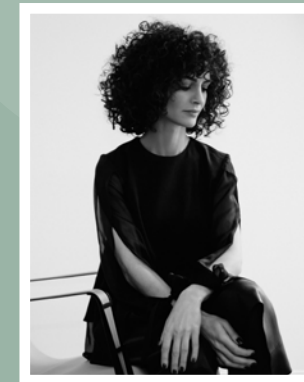
LISA LANG, FOUNDER & CEO OF ELEKTROCOUTURE GMBH FASHION TECHNOLOGIES SERVICES

"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



Ralph Mecke für DER BERLINER MODE SALON



Credit: Sonja Stadelmeier

NOBIEH TALAEI, DESIGNER

"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."

Tuesday, 04 July 2017 - Friday, 07 July 2017

MERCEDES-BENZ FASHION WEEK



Mercedes-Benz
FashionWeek
BERLIN

This season, Mercedes-Benz Fashion Week Berlin for the second time will be taking place in Kaufhaus Jandorf where the collections for spring/summer 2018 will be presented from 04 to 07 July 2017. Once again this year, Mercedes-Benz Fashion Week Berlin will be a platform for young and innovative designers as well as established creators to present their new collections to the public.

Initially, Mercedes-Benz Fashion Week had taken place in a tent next to Brandenburger Tor, before it was moved to Erika-Heß-Stadion in Berlin-Mitte three seasons ago. The new location in 2017 will be Kaufhaus Jandorf, which is officially called 'Warenhaus am Weinberg'. The department store was opened in 1904 by Adolf Jandorf, and until 1945 was used as such. During DDR times, the building hosted an institute for fashion design. Today, Kaufhaus Jandorf is an events and exhibitions location.

LOCATION

Kaufhaus Jandorf
Brunnenstraße 19-21
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Tuesday, 4 July 2017, 10am - 7pm

Wednesday, 5 July 2017, 10am - 7pm

Thursday, 6 July 2017, 10am - 5pm

ETHICAL FASHION SHOW BERLIN

ethical
fashion show
BERLIN



© Alexander Körner & Thomas Lohnes / Getty Images for Messe Frankfurt

Urban zeitgeist, ethical lifestyle and fashion – Ethical Fashion Show Berlin presents progressive street wear and casual wear labels at Berlin Fashion Week. With a clear focus on design and sustainability, the trade fair brings together the key players in the ethical fashion segment in Funkhaus Berlin.

Together with Greenshowroom, Ethical Fashion Show Berlin forms the heart of ethical fashion at Berlin Fashion Week. In Funkhaus's light-flooded Shedhalle hall visitors can experience the variety of contemporary styles as well as fashionable street wear and casual wear. Featuring a three-day event programme featuring fashion shows, lectures, discussions, guided tours, and get-together parties, the trade fair twins is an internationally renowned hot spot for the future topic of sustainability in the fashion industry.

ETHICAL FASHION SHOW BERLIN is an event of MESSE FRANKFURT.

LOCATION

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Tuesday, 4 July 2017, 10am - 7pm
Wednesday, 5 July 2017, 10am - 7pm
Thursday, 6 July 2017, 10am - 5pm

GREENSHOWROOM



© greenshowroom2



© greenshowroom1

Sophisticated designs and high-quality products on a sustainable basis – this is what sets Greenshowroom apart from other fashion events in Europe. For the first time, Funkhaus Berlin will host the event, stylishly setting the scene for contemporary fashion and accessories. An exclusive ambience, personal atmosphere and a certain 'je ne sais quoi' shape the trade fair's extraordinary profile.

Along with established labels, up-and-coming designers take to the stage, seizing their opportunity to present themselves to the international audience in Funkhaus Berlin – in a new location under one roof with Ethical Fashion Show Berlin.

At the heart of the three-day trade fair programme are the fashion shows which present the highlights of the collections of selected designers to the invited guests.

GREENSHOWROOM is an event of MESSE FRANKFURT.

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Tuesday, 4 July 2017, 10am - 7pm
Wednesday, 5 July 2017, 10am - 7pm
Thursday, 6 July 2017, 10am - 5pm

BRIGHT TRADESHOW

BRIGHT

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, 4 July 2017, 10am - 7pm
Wednesday, 5 July 2017, 10am - 7pm
Thursday, 6 July 2017, 10am - 5pm

SEEK THE VOICE OF STREET CULTURE

SEEK

Each season, SEEK presents a carefully compiled selection of 250 brands which portray the present zeitgeist of street wear.

The portfolio, mainly consisting of menswear brands, is supplemented by hand-picked women's collections, shoes and accessories, glasses, cosmetics, living accessories, stationery and gadgets.

Inspired by subcultures, music and art, SEEK, since its premiere in 2009, has made a point of preserving its independence, tradition and heritage, bucking fashion trends and current developments. This is why SEEK welcomes all brands aspiring to maintain their individuality in spite of normcore mentality, creating sustainable values, maintaining and interpreting them anew over and over again, while never losing track of their roots.

Through careful profiling and a clear focus on defined style tribes that epitomise the current zeitgeist, purchasers and influencers are guaranteed to receive a maximum of valuable inspiration.

SEEK is a format of PREMIUM GROUP.

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SEEK_SS2017_15©Renato Silva

SEEK_SS2017_MG_7305©Renato Silva

5 July 2017, 9am - 6pm

#FASHIONTECH

THE CONFERENCE ON THE FUTURE OF FASHION



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FASHIONTECH_199©Offenblende

Since the launch of the conference format in January 2015, the #FASHIONTECH Berlin Conference & Exhibition has grown into one of the most influential fashiontech formats in Europe.

The aim of the conference is to showcase the latest developments at the intersection of fashion and technology and to provide visitors with a first-class programme that covers topics from the field of e-commerce & future of retail, wearables & smart textiles and digital marketing & communication.

Fashion experts, industry insiders, startups, designer and global players will meet at the conference in order to discuss new business approaches and solutions. Among the speakers are representatives from global enterprises, top designers from the wearable scene as well as international communication professionals.

#FASHIONTECH offers high market potential - both for the fashion industry as well as the technology sector - and will essentially influence the future of fashion.

The entry is free for professional visitors with a fair pass of the PREMIUM GROUP.

#FASHIONTECH is a format of the PREMIUM GROUP.

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Tuesday, 4 July 2017, 10am - 7pm
Wednesday, 5 July 2017, 10am - 7pm
Thursday, 6 July 2017, 10am - 4pm

SELVEDGE RUN



BUILT ON TRUST



© Selvedge Run



© Selvedge Run

Selvedge Run is a new trade show for menswear, shoes, accessories and lifestyle goods. The fashion fair is centred around brands with a strong focus on craftsmanship. The participating brands show how patterns, materials and production methods have been used originally, reminding of the craftsmanship that goes into making the products on offer. Overall, the fair is all about a very special lifestyle, which includes the fields of culture, catering and mobility. Here too, alternatives to the throwaway approach of modern consumer society are sought and implemented in an innovative and progressive way.

Expanding the brand portfolio with The Makers Yard to all areas of life was the most natural and logical step of Selvedge Run. This concept hall which is centred around all things craftsmanship houses five categories of sustainable products: home, mobility, outdoor, food and skincare. The Makers Yard was launched not only to show clothing to stores but also to offer purchasers the opportunity to expand their brand range to include lifestyle products. Visitors will find an extensive range of products for their stores, all under the roof of Selvedge Run.

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BERLIN
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für Wirtschaft, Energie
und Betriebe

be  **Berlin**

Im Auftrag von