

#berlinfashionweek

www.fashion-week-berlin.com



BERLIN 01-06
FASHION JULY
WEEK 2019



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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. The companies in the capital working in the fashion

industry have grown to 2.800 in total. Berlin has become the city with the highest density of fashion-related companies in Germany, the fashion sector employing around 25.400 people (2017). Sales in the fashion industry increased by 13 percent to around 5.5 billion euros between 2015 and 2016 alone, to which the Berlin Fashion Week contributed a major part.

Source: Basic Statistic Office/ Federal Statistics Office



2.800

companies in the
fashion industry



25.400

people working in
fashion-related
companies



5.5 B.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 up to 70,000 visitors, more than 30 fashion shows during the Fashion Week as well as numerous trade shows, events and showrooms. In 2018, around 200,000 people came to visit the Fashion Week, further fueling the city's economy with up to 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. Neonyt as well as other major trade shows are showcasing numerous brands of the Eco-Portfolio.



70.000

visitors



30

fashion shows



120m.Euro

economic strength
each season

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© Stefan Kraul





© imaxtree



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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) nine fashion schools that focus on training young aspiring talents to become outstanding designers, e.g. the Universität der Künste 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.

The federal state of Berlin, through the Senate Department for Economics/Project Future, has vigorously supported the development of Berlin as a fashion location and the Fashion Week Berlin by supplying financing and funding of over 10 million euros (excluding IBB loan programmes and grants for investment expenditure).

Among others, the supportive measurements include:

FASHION SHOW SLOTS

for Berlin-based fashion brands as part of the Berlin Fashion Week.

PARTICIPATION AT THE BERLIN SHOWROOM

joint presentations abroad (two womenswear presentations as part of the Paris Fashion Week).

Further information regarding sponsorships can be found on our website: <https://fashion-week-berlin.com/en/funding.html>

STATEMENTS ABOUT BERLIN FASHION WEEK

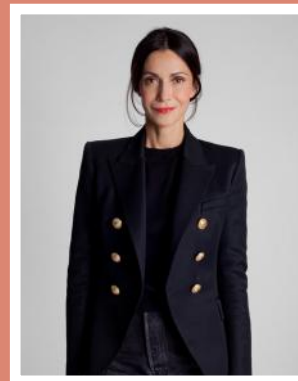
SenWiEnBe



"The Berlin Fashion Week is known throughout the whole of Europe and contributes to a successful development in the fashion economy. As part of the fashion week, we have been supporting design talents from Berlin for many years. Thanks to our sustainable promotion, many designers were able to establish themselves. This is beneficial for Berlin but also expands beyond the city. A wide range of brands, innovations and newcomers are presented within the different platforms. These platforms give buyers an overview of the most current trends. The Berlin Fashion Week is a success story and has become one of the most essential flag ship events in Berlin."

"Berlin feels irrational, flexible, sometimes aimless, limitless and unpredictable. This stimulates my creativity. It fascinates me to meet people from all around the world, who have chosen Berlin as a base where they can be creative and free. Berlin offers a lot of space for creativity, whether it's found in a studio, at WeWork or inside Berghain."

ANITA TILLMANN, MANAGING PARTNER AT PREMIUM EXHIBITIONS AND STATION-BERLIN



Pietro Sutura für Messe Frankfurt Exhibition GmbH



"Berlin and the Berlin Fashion Week are the prime locations of fashion in the context of sustainability, as well as technology and digitalisation."

No other fashion location offers so many top-class labels, progressive innovations and answers regarding the future of fashion.

A huge transformation is taking place in the fashion industry, this is becoming very evident, especially in Berlin."

OLAF SCHMIDT, VICE PRESIDENT TEXTILES AND TEXTILE TECHNOLOGIES, MESSE FRANKFURT

Boris Kraijl

Monday 1.7.2019 – Wednesday 3.7.2019

MBFW



© Getty Images for MBFW

In July 2019, MBFW will showcase its fashion-focused, approachable concept according to the new claim „Follow MBFW - Focus Fashion“. Within the modern and digital format that successfully launched in 2018, 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 collections for Spring/Summer 2020 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 the new concept, MBFW focuses on remarkably staged presentations by a selected number of designer labels and brands in one location. Fashion interested end-consumers have the chance to watch all MBFW shows live at the forecourt of the venue or follow via digital channels like the website www.mbfw.berlin or on Instagram: @MBFW.berlin.

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Tuesday, 2.7.2019, 10am–7pm

Wednesday, 3.7.2019, 10am–7pm

Thursday, 4.7.2019, 10am–5pm

PREMIUM

INTERNATIONAL BUSINESS PLATFORM FOR ADVANCED CONTEMPORARY FASHION

PREMIUM



Begun in January 2019, the focus this season continues to be on the restructuring of the halls. The goal is to amalgamate the theme areas more precisely and make it easier for visitors to gain an overview, as well as to inspire them and appeal to their emotions. The exhibitors will present key looks rather than huge collections. On top of this we see the recurrence of a trusty PREMIUM theme: sustainability. As a result of this, there will be no plastic in the catering areas; a strong focus on rubbish sorting; and specific promotion of eco-brands.

International business platform for advanced contemporary fashion

PREMIUM has been the leading trade show among the most important international trade events since 2003, as well as the most relevant business and networking platform for advanced contemporary fashion. PREMIUM continually aims to inspire, strengthen business relationships and promote discussion across disciplines. B2B services are constantly being perfected and developed together with the key players in the industry.

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PANORAMA BERLIN

PANORAMA EXPEDITION



© Offenblende



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PANORAMA BERLIN is the groundbreaking meeting point for decision makers in the fashion and lifestyle business. Since its premiere in January 2013, it has become one of the most relevant European fashion platforms and, as the leading trade fair for Berlin Fashion Week, represents a comprehensive overview of national and international women & menswear. Twice a year, together with the Tradeshow for Quality Garments SELVEDGE RUN & ZEITGEIST and the sustainable fashion show XOOM, PANORAMA BERLIN is an "all-in-one event" for international brands, which are divided into various sectors: smart formalwear, casual and sportswear, contemporary styles, denim, heritage and streetwear, accessories and shoes as well as sustainable fashion and lifestyle products.

Following the realignment in January 2019, PANORAMA BERLIN will be taking place from 2 to 4 July 2019 under the motto "BERLIN VIBES" and will focus on the topics of infotainment, eventisation and match-making. The concentration continues to target brands with relevance and clear messages. More sophisticated presentations, trend capsules and limited editions, which can only be found in Berlin, stage fashion in an exciting lifestyle context. From furniture to beauty products: In new, central concept store areas in halls 1 to 4, brands and products are presented in a new exciting relationship, providing a wealth of inspiration in terms of presentation and composition.

Under the motto "Knowledge to go", PANORAMA BERLIN will be presenting a wide-ranging lecture program with leading keynote speakers in the Retail Solutions Hall on a wide range of future topics relating to international trends in retail, marketing, e-commerce and digitization.

LOCATION

PANORAMA BERLIN

ExpoCenter City

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Thursday, 4.7.2019, 10am–5pm

SHOW & ORDER X PREMIUM

TRADE SHOW FOR FASHION, LIFESTYLE & EXPERIENCE

FASHION TRADE EVENT
SHOW & ORDER



Thanks to the special department store concept, SHOW&ORDER X PREMIUM is different to other trade shows. Buyers gain inspiration and stories not only from the family atmosphere, but also from the spacious Experience Floor. In addition, the Beauty Lounge will be there again: the place to go to enjoy a quick freshen-up during the hustle and bustle of Fashion Week. It's not just the KÜHLHAUS itself that has lots to offer again in July 2019 – the Outside Area, too, will be equipped for hot summer days with a beach lounge, bar and mouth-watering catering.

Trade show for fashion, lifestyle & experience

Over six partly open, gallery-like floors 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 of the KÜHLHAUS. The building is situated on the STATION-Berlin premises very close by to PREMIUM.

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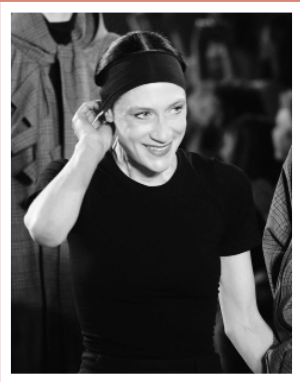
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STATEMENTS ABOUT BERLIN FASHION WEEK

"Berlin is my network. In Berlin, it's possible to receive an event request three weeks ahead of Fashion Week and to organise a Show at the racecourse in Hoppegarten with combined forces and contacts...-meaning: before the show, is after the show. And everyone helps. That's worth a lot... In 2003, I came to Berlin – for my fashion studies. Thinking back, my first impression was "Berlin is never finished, reinvents itself every day. Construction



Det Nissen

works everywhere. But it's moving, in a positive way..."
My vision for Berlin and the fashion is: us Berlin fashion brands need to be strong, show our collections in Berlin to make the city a magnet for international buyers and clients. I'm very proud and thankful to have won a fashion show slot, funded by the Senate as part of MBFW. And I'm sure I'll convince the audience: Berlin has potential!"

ISABEL VOLLRATH, DESIGNER, WINNER OF THE MBFW SHOW SLOT

"Berlin is an extremely vibrant and diverse city, which offers an endless amount of inspirations. We're very thankful for the Senate to support us with a Slot this year. This way we have the opportunity to grow as a brand and give something back to the city."

DANNY REINCKE, DESIGNER,
WINNER OF THE MBFW SHOW SLOT



Photo Credits: dannyreincke

"The strengths of the fashion location Berlin is the fact, that Berlin has a different orientation than e. g. Paris or Milan: we have so many young, creative people. Berlin has huge potential. People from all over the world come and live here. Berlin and its fashion industry fund and support young talents and help them grow."

EWA HERZOG, DESIGNER, WINNER OF THE MBFW SHOW SLOT



Ewa Herzog

"Berlin is one of the emerging and inspiring metropolises in the world and lives from a veritable and vibrant start-up scene. We weave this creative energy into our event around the pillars of infotainment, matchmaking and eventization."

JÖRG WICHMANN, FOUNDER OF
PANORAMA BERLIN



Panorama Berlin

Thursday, 4.7.2019, 10am–6.30pm

#FASHIONTECH BERLIN



#FASHIONTECH BERLIN, held twice a year during Berlin Fashion Week, is the leading tech conference for the fashion industry, discussing topics around digital transformation, innovations and disruptive technologies.

Featuring keynote presentations with international experts on stage (#LISTEN!), interactive masterclasses to boost your specialist knowledge (#LEARN!) and the Exhibition Area, where visitors will be introduced to the latest developments, products and innovations on the market (#EXPERIENCE!), #FASHIONTECH Berlin has evolved to become a leading European content hub for technology, digitalisation, sustainability and innovation.

#FASHIONTECH BERLIN also creates the stage for interdisciplinary exchange between different industries. The networking areas give visitors the opportunity to network with the speakers, industry insiders and entrepreneurs, as well as to seek out new business partners and generate business leads. Since digitalisation has affects every aspect of modern lifestyle, FASHIONTECH BERLIN is looking into the latest trends that shape our lives.

TOPICS OF OUR TIME IN THE ERA OF DIGITALISATION

- DIGITAL BUSINESS
- STREET CULTURE
- E-SPORTS & GAMING IN FASHION
- SUSTAINABLE FUTURE

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www.twitter.com/fashiontechber



Wednesday, 3.7.2019, 10am–6pm

Thursday, 4.7.2019, 10am–6pm

FASHIONSUSTAIN BERLIN

**FASHION
SUSTAIN
BERLIN**

Technology, sustainability and innovation are important drivers of the fashion and textile industry that will revolutionize the sector and its processes and production methods. On Wednesday and Thursday, 3/4 July 2019, the international conference format Fashionsustain is dedicated to precisely these topics.

The upcoming edition of Fashionsustain will be dedicated to the subject of water – from microplastics to water stewardship. High-profile speakers from innovative companies will be presenting visionary approaches to help preserve this vital resource.

In addition, the summer edition of Fashionsustain focuses on retail. This involves margins, assortments, collections, POS solutions and the communication of sustainability issues.

And the topics discussed on the conference stage will be brought to life in the “Showcase of Change” exhibition area. But taking place before that, from 1 to 2 July 2019, is the Thinkathon – a space for open dialogue and creative thinking processes. Fashionsustain is part of Neonyt, the global hub for fashion, sustainability and innovation (2 to 4 July 2019) – organized by Messe Frankfurt.

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Tuesday, 2.7.2019, 10am–7pm
Wednesday, 3.7.2019, 10am–7pm
Thursday, 4.7.2019, 10am–5pm

SEEK – A COMMON GROUND FOR INDIVIDUALS IN FASHION

SEEK



© Offenblende

The concept of the Trade Union, which was developed by SEEK Director Maren Wiebus and her team, will continue and will be polished from time to time. The bringing together of pioneers and industry visionaries will continue to have its dedicated space for promoting discussion, inspiration and food for thought.

SEEK goes charity again! After the overwhelming success of the first initiative with One Warm Winter in January, SEEK and the Berlin-based NGO are planning to collect sneakers for the homeless this summer in front of the location during the show, but also before and after by collaborating partner stores. The project is supported by Sneaker Freaker.

Many reasons to celebrate: 60th birthday of Alpha Industries, 100th birthday of Champion and Farah plus a special Event OVERKILL x ASICSTIGER x SEEK Block Party Vol. 2

Fashion. Trade. Show. Each season, SEEK, the Voice of Street Culture, presents selected streetwear and urbanwear pieces that translate the current lifestyle trends for the industry. SEEK stands for democracy and fairness, clarity, friendliness and honesty, in keeping with the motto of “what you see is what you get”. The focus is on carefully selected style tribes that embody the modern zeitgeist and guarantee SEEK’s visitors valuable inspiration.

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Wednesday, 3.7.2019, 9am–6pm

Thursday, 4.7.2019, 9am–5pm

SELVEDGE RUN & ZEITGEIST

sr
SELVEDGE RUN
TRADESHOW FOR QUALITY MENSWEAR
AND CRAFTED GOODS



The show will be all about quality and trust.

After the successful merger with Panorama Berlin, the architecturally impressive hall at the south entrance of the Berlin Expo Center is the new home of Selvedge Run & Zeitgeist. As an integrated part of Panorama Berlin, the tradeshow for quality garments and crafted goods presents a unique exhibitor mix of the latest streetwear topics, which are highly relevant for the market, such as: denim, craft, current and outdoor. The brand list of Selvedge Run & Zeitgeist includes international iconic and heritage brands and distinctive products, some of which can only be seen in Europe exclusively in Berlin.

In July 2019, Selvedge Run & Zeitgeist will again be the hot spot for the community, offering a meeting place with like-minded people and food & drinks to discover the best quality brands and meet buyers from all over the world. In the integrated "Marketplace" you will find curated concept brands that can be ordered as well as bought directly.

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NEONYT — GLOBAL HUB FOR FASHION, SUSTAINABILITY AND INNOVATION

NEONYT

Changing fashion together. Through collaboration, communication and entrepreneurship. That is the vision of Neonyt, the global hub for fashion, sustainability and innovation.

With its hub concept, Neonyt combines the most important elements of the fashion industry – style, business, inspiration, knowledge, fun and community – in a neo-new way. The hub is made up of the Neonyt Trade Show, the conferences Fashionsustain and the design-thinking format Thinkathon, showcases, the influencer and blogger event Prepeek, networking events and, last but not least, the Neonyt Party.

The Neonyt Trade Fair will present a good balance of leading brands and newcomers – from contemporary, casual and urbanwear to denim, streetwear and sportswear down to business outfits. In addition to men's, ladies' and kids' wear, the assortment of products on show also includes outdoorwear, shoes, accessories, jewellery and beauty. Neonyt is organized by Messe Frankfurt.

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On behalf of

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