

#berlinfashionweek [www.fashion-week-berlin.com](http://www.fashion-week-berlin.com)

# BERLIN 3-7 FASHION JULY WEEK 2018





© Callisti\_AW\_AlexanderKoerner\_GettyimagesForMBFW\_36

# 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 2,700 companies in the capital working in the fashion industry (report May 2018). Berlin has become the city with the highest density of fashion-related companies in Germany, the fashion sector employing about 24,900 people (2015). Sales in the fashion industry increased by 11,6 percent to around 4.8 billion euros between 2014 and 2015 alone, to which the Berlin Fashion Week contributed a major part.

Source: Basic Statistic Office/ Federal Statistics Office



**2.700**

companies in the  
fashion industry



**24.900**

people working in  
fashion-related  
companies



**4,8 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 100,000\* visitors, more than 50 fashion shows during the Fashion Week as well as numerous trade shows, events and showrooms. In 2016, 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.



**100.000**

visitors



**50**

fashion shows



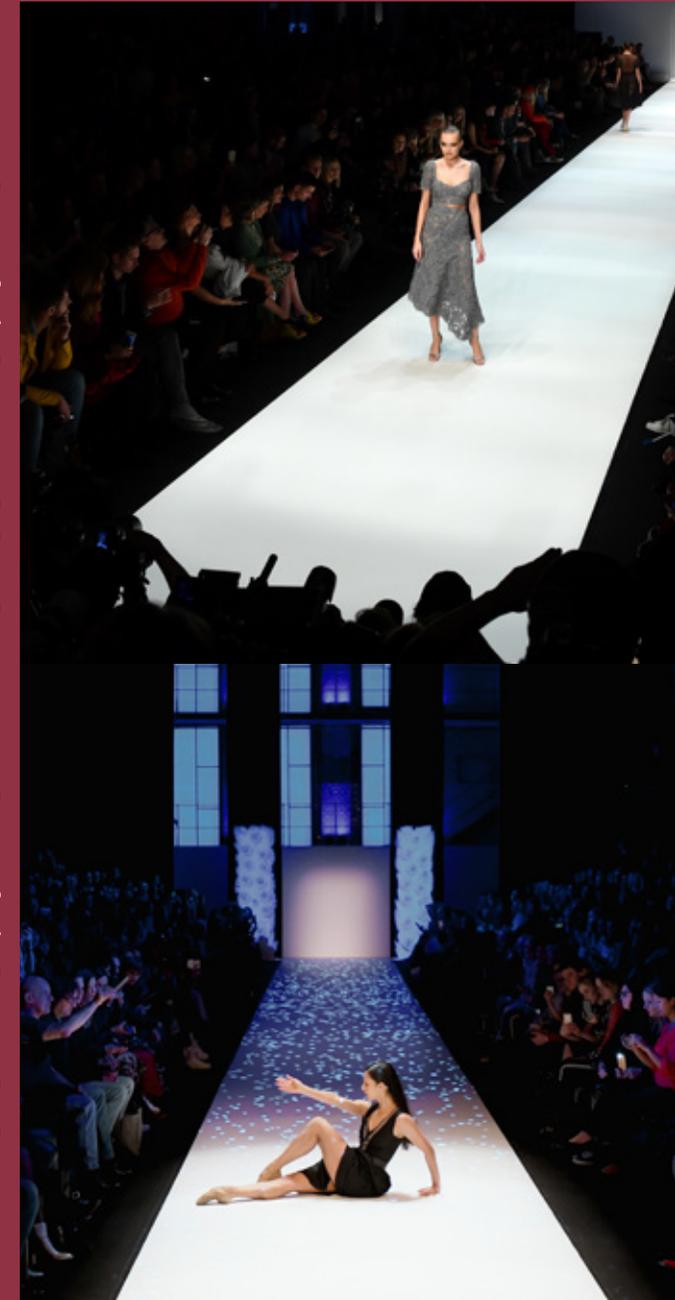
**120 m. Euro**

economic strength  
each season

\*includes multiple countings

© EWA\_HERZOG\_AW\_AlexanderKoerner\_GettyimagesForMBFW\_01

© MAISONNOEE\_AW18\_StefanKnauer\_GettyimagesForMBFW\_14





© Marina Hoernseder

# 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, 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, the Senate Department for Economics, Energy and Public Enterprises/Project Future annually invests up to 1 million euros in single- and infrastructure projects since 2007. 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 ten million euros (excluding IBB loan programmes and grants for investment expenditure).

Among others, the supportive measurements include:

## AROUND 8 FASHION SHOW SLOTS ANNUALLY

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

## SUPPORT FOR BERLIN-BASED FASHION BRANDS

who show their collections as part of the Berliner Modesalon and the mentoring-program of the Fashion Council Germany.

## PARTICIPATION AT THE BERLIN SHOWROOM

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

# STATEMENTS ABOUT BERLIN FASHION WEEK

PhotoCredits: SenWfEnBe



„We remain faithful to our engagement and want to permanently strengthen Berlin as a fashion location. The funding and support of youth talent and established fashion brands as part of the Berlin Fashion Week is an important task, with which we were able to support over 100 show slots in favour of Berlin-based fashion brands. I'm especially happy about the diversity of genres represented in the selection and that we present sustainably produced fashion by Danny Reinke, too.“

**RAMONA POP, SENATOR FOR ECONOMY**

„Berlin was the inspiration to get involved with trade fair and exhibition industry. The city has a lot of potential, the number of amazing shows is fantastic, and Berlin meets almost all requirements to be a big and internationally recognised hotspot. Especially the rough and unfinished feel attracts many visitors. Additionally, the price level is still acceptable compared to other metropolises. Berlin is ideal as the European location for high-end fashion. For the future, it would be nice if all exhibition organisers would get together and join forces to work towards a future oriented presence of the Fashion Week. The goal should be an official “Berlin Fashion Week Shuttle”, which combines all exhibitions with each other, the airports and the train station.“

**SHANE BRANDENBURG, SALES MANAGER AND PARTNER AT SELVEDGE RUN**



Credit: Portraitfoto Olaf Schmidt, Messe Frankfurt Exhibition



“During the Berlin Fashion Week, sustainability meets innovations, fashion meets

high tech and key players from the fashion industry meet up-and-coming designers and start-ups. This unique atmosphere generates future-oriented ideas that benefit all fashion-industry stakeholders. We are delighted that, with the special focus of the

Greenshowroom, the Ethical Fashion Show Berlin and FashionSustain on sustainability and innovations in the world of fashion, we will ensure a unique, pan-European proposition for the Berlin Fashion Week.“

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

Credit: Nick Clements for Selvedge Run

Tuesday, 3 July 2018

Wednesday, 4 July 2018

Thursday, 5 July 2018

# MBFW



© Tonya Matyu



© Harf Zimmermann

This July, MBFW will showcase its fashion-focused, approachable concept according to the new claim „Follow MBFW - Liberate Fashion“. Within the modern and digital format that successfully launched in January 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 2019 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. Fashion interested end-consumers have the chance to watch all MBFW shows live at the forecourt of the venue via a monumental LED or follow via digital channels like the website [mbfw.berlin](http://mbfw.berlin).

## LOCATION

ewerk Berlin  
Wilhelmstraße 43  
10117 Berlin

## PRESS CONTACT

Annika Brix  
[annika.brix@mbfw.berlin](mailto:annika.brix@mbfw.berlin)

## CONTACT

[buero@mbfw.berlin](mailto:buero@mbfw.berlin)

## WEB

[www.mbfw.berlin](http://www.mbfw.berlin)

Tuesday, 3 July 2018, 10am - 7pm

Wednesday, 4 July 2018, 10am - 7pm

Thursday, 5 July 2018, 10am - 5pm

# PREMIUM

## INTERNATIONAL BUSINESS PLATFORM FOR ADVANCED CONTEMPORARY FASHION

PREMIUM



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.

### LOCATION

STATION-Berlin  
Luckenwalder Strasse 4-6  
10963 Berlin

### CONTACT

PREMIUM Exhibitions GmbH  
+49 (0) 30 62908 50  
info@premiumexhibitions.com

### PRESS CONTACT

Lena Elster  
+49 (0) 30 629085 552  
l.elster@premium-group.com

### WEB

[www.premiumexhibitions.com](http://www.premiumexhibitions.com)  
[www.facebook.com/PREMIUMBERLIN](https://www.facebook.com/PREMIUMBERLIN)  
[www.instagram.com/PREMIUMBERLIN](https://www.instagram.com/PREMIUMBERLIN)  
[www.twitter.com/PREMIUMBERLIN](https://www.twitter.com/PREMIUMBERLIN)

Tuesday, 3 July 2018, 9am - 6pm

Wednesday, 4 July 2018, 9am - 6pm

Thursday, 5 July 2018, 9am - 5pm

# PANORAMA BERLIN

## CONNECTING COMMUNITIES



True to the meaning of the word panorama, 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 eleven halls on more than 45.000 square meters of exhibition space.

Spring/Summer 2019 marks the twelfth edition and another evolutionary step for Panorama Berlin. With "Connecting Communities" the trade-show emphasizes its mission as a business incubator and catalyst of new industry concepts by bringing the industry together. Thus, the next season delivers various new concepts for brands and retailers likewise. All main areas are set up like modern department stores, with central community points offering a possibility to chat, interact and immerse oneself in the individual lifestyle of each hall. Moreover, the fair constantly extends its lifestyle areas with a broad selection of non-textiles that are easy to integrate into a fashion retail context: cool patches, funny gadgets, and fun stylish gift ideas. With the new RETAIL SOLUTIONS area in Hall 6, Panorama Berlin is launching its first platform for retail solution providers. Here, various digital solution providers are presented alongside retail design professionals and culinary concepts that fashion retailers can easily integrate into their stores.

### LOCATION

PANORAMA BERLIN  
ExpoCenter City  
Eingang Süd/Jafféstraße  
14055 Berlin

### CONTACT

PANORAMA Fashion Fair Berlin GmbH  
+49 (0) 30 2759560 40  
office@panorama-berlin.com

### PRESS CONTACT

Tom Heise  
Chief Communication Officer  
+49 (0) 30 2759560 20  
t.heise@panorama-berlin.com

### WEB

[www.panorama-berlin.com](http://www.panorama-berlin.com)  
[www.facebook.com/panoramafashionfairberlin](https://www.facebook.com/panoramafashionfairberlin)  
[www.instagram.com/panoramafashionfair/](https://www.instagram.com/panoramafashionfair/)

Tuesday, 3 July 2018, 10am - 7pm

Wednesday, 4 July 2018, 10am - 7pm

Thursday, 5 July 2018, 10am - 5pm

# SHOW & ORDER X PREMIUM

## TRADE SHOW FOR FASHION, LIFESTYLE & EXPERIENCE

FASHION TRADE EVENT  
**SHOW & ORDER**

Featuring a new, striking concept that veers away from conventional trade show concepts, SHOW&ORDER X PREMIUM presents 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 X PREMIUM is a format of PREMIUM GROUP.

### LOCATION

Kühlhaus

Etage 1 – 5

Luckenwalder Strasse 3

10963 Berlin

### PRESS CONTACT

Lena Elster

[l.elster@premium-group.com](mailto:l.elster@premium-group.com)

+49 (0) 30 629085 552

### WEB

[www.showandorder.de](http://www.showandorder.de)

[www.facebook.com/ShowandOrder](https://www.facebook.com/ShowandOrder)

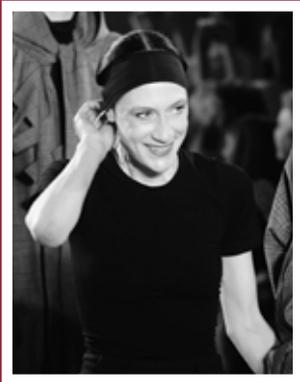


# STATEMENTS ABOUT BERLIN FASHION WEEK

"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. Const-

ruktion 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**



PhotoCredit: Det Nissen

"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**



PhotoCredits: 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**



PhotoCredits: Ewa Herzog

"Berlin offers an incredible variety and shows diversity through its artistic and cultural faces, which inspires me as a designer, on a daily basis."

**JULIA PHILOMENA LEIFERT,  
DESIGNER, CREATIVE DIRECTOR OF  
GREENSHOWROOM BERLIN**



PhotoCredits: Diane Betties

Tuesday, 3 July, 2018, 10 am to 9 pm  
(Nightshift 6 pm to 9 pm)

Wednesday, 4 July, 2018, 10 am to 7 pm

Thursday, 5 July, 2018, 10 am to 5 pm

# ETHICAL FASHION SHOW BERLIN GREENSHOWROOM

ethical  
fashion show  
BERLIN



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

For three days, the Kraftwerk Berlin event centre is transformed into the international hub for sustainability and innovation in the fashion business.

On two floors of the 'Kraftwerk', international labels present the latest street and urban wear, straightforward contemporary and high fashion, as well as matching accessories, such as shoes, belts, bags and jewellery. New: for the first time, beauty labels are showcasing their products on a separate area.

Following the successful première in the winter season, Messe Frankfurt has once again invited thought leaders for sustainable textile innovations to talk at the FashionSustain conference and the associated 'Thinkathon'. Focal-point theme: sustainable leather and materials for shoes. With the #Fashiontech conference, the Premium Group brings expertise about digitalisation in the fashion industry to the 'Kraftwerk'. Other highlights include workshops, seminars, and guided tours as well as the 'Nightshift' get-together with extended hours of opening and the 'Prepeek powered by Fashion Changers' event for bloggers and influencers.

And: The joint fashion show of the Greenshowroom and the Ethical Fashion Show Berlin 'Greenshowroom Selected' will be held for the first time within the framework of the MBFW at the 'Ewerk' event centre in July.

## LOCATION

Kraftwerk Berlin  
Köpenicker Straße 70  
10179 Berlin

## PRESS CONTACT

Lilliffer Seiler  
+49 (0) 69 757567 38  
berlin.presse@messefrankfurt.com

## WEB

[www.ethicalfashionshowberlin.com](http://www.ethicalfashionshowberlin.com)  
[www.facebook.com/ethicalfashionshowberlin](https://www.facebook.com/ethicalfashionshowberlin)  
[www.instagram.com/ethicalfashionshowberlin](https://www.instagram.com/ethicalfashionshowberlin)

[www.greenshowroom.com](http://www.greenshowroom.com)  
[www.facebook.com/greenshowroom](https://www.facebook.com/greenshowroom)  
[www.instagram.com/greenshowroom](https://www.instagram.com/greenshowroom)

INDUSTRY INSIGHTS 2 July 2018, 10am - 6pm  
(by invitation only)

FASHIONSUSTAIN 3 July 2018, 10am - 6pm

#FASHIONTECH 04 July 2018, 10am - 6pm

# #FASHIONTECH BERLIN - LISTEN! LEARN! EXPERIENCE!



#FASHIONTECH – the conference on the future of fashion, that was founded in January 2015 by the PREMIUM GROUP, connects fashion with the tech, creative and start-up industries, covering all aspects of digital transformation, innovation and disruptive technologies.

Twice a year, global players, industry insiders, communications experts, designers, start-ups and politics gather to discuss developments, potentials and new approaches as well as generate new business and foster exchange.

In January 2018 the PREMIUM GROUP brought Messe Frankfurt on board as a partner.

While #FASHIONTECH focuses on Digital Marketing & Communications and E-Commerce & Retail Tech, Messe Frankfurt covers the topics Tech Textiles and Sustainability.

With decades of experience, in-depth industry knowledge and expertise, #FASHIONTECH has transformed Berlin to a content hub for technology, digitalisation, sustainability, innovation and communication. The continued development of #FASHIONTECH is an important step towards strengthening and representing Berlin and Germany in the context of international fashion.

Over the course of the past editions, top-notch speakers, industry leaders and innovative start-ups have shared their expertise, presented best cases and launched new products and concepts in three categories. LISTEN! Best Cases on Stage - LEARN! Knowledge transfer in Masterclasses - EXOPERIENCE! Presentation of the latest developments and business solutions.

## LOCATION

KRAFTWERK, Floor 1  
Köpenicker Straße 70  
10179 Berlin

## CONTACT

Michael Stracke  
hello@fashiontech.berlin

## PRESS CONTACT

Christine Zeine  
press@fashiontech.berlin

## WEB

www.fashiontech.berlin  
www.twitter.com/fashiontechber

Tuesday, 3 July 2018, 10am - 3:30pm

# FASHIONSUSTAINBERLIN

**FASHION  
SUSTAIN  
BERLIN**



© Messe Frankfurt Exhibition GmbH\_Tse Kao

On 3 July 2018, the second FASHIONSUSTAINBERLIN conference will turn its full attention to shoes, sneakers and the full range of leather and leather production. Get involved in this gathering of the world's leaders of future-oriented business and design approaches and find out more about what sustainable innovations for the future of fashion will look like.

Not only an expert conference, but the single most significant hub for future fashion and sustainable innovation: FASHIONSUSTAIN is held under the same roof as Ethical Fashion Show Berlin and Greenshowroom. The two professional trade fairs showcase sustainable fashion and accessories ranging from casual streetwear to elegant styles. They are accompanied by a fringe programme consisting of various event formats such as fashion shows, networking parties and influencer sessions. The associated, interdisciplinary stakeholder workshop Thinkathon runs alongside the conference, adding a design-thinking and open-innovation dimension to the hub. On day two, 4 July 2018, #FASHIONTECHBERLIN by the Premium Group focuses on digital solutions for marketing and retail, as well as general digital market trends.

## LOCATION

Kraftwerk Berlin  
Obergeschoss  
Köpenicker Straße 70  
10179 Berlin

## CONTACT

Falco Fuchs  
Messe Frankfurt Exhibition GmbH  
+49 69 75 75 59 38  
falco.fuchs@messefrankfurt.com

## PRESS CONTACT

Alex Vogt  
+49 69 6500 5732  
vogt@kernkommunikation.de

## WEB

[www.fashionsustain.com](http://www.fashionsustain.com)  
[www.facebook.com/FashionSustain](https://www.facebook.com/FashionSustain)  
[www.instagram.com/fashionsustain.berlin](https://www.instagram.com/fashionsustain.berlin)

Tuesday, 3 July 2018, 10am - 7pm

Wednesday, 4 July 2018, 10am - 7pm

Thursday, 5 July 2018, 10am - 5pm

# BRIGHT | FASHION TRADE SHOW FOR THE SKATEBOARDING COMMUNITY

# BRIGHT



© BRIGHT



© TNACxBRIGHT\_90

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

carefully selected brands, among them both established international players and up-and-coming brands.

Alongside the B2B exhibitor area there will be a Business to Community area that will bring all the facets of skateboarding to life – i.e. sport, fashion and cultural movement all at once. In July, the product portfolio, which consists of fashion, sneakers and accessories, will adopt a new focus on hardware – bringing the skateboard increasingly into the foreground again and making it the centrepiece.

The evolution of the fashion industry through factors such as democratisation, globalisation and acceleration shows that the trends are no longer dictated by brands, but rather predefined by consumers; and that brands are taking inspiration from the street. BRIGHT unites brands and consumers, initiates interaction and therefore space for new concepts, trends and subcultures.

BRIGHT is a format of PREMIUM GROUP.

## LOCATION

ARENA Berlin  
Am Flutgraben  
12435 Berlin

## CONTACT

+49 (0) 30 208 891 330

## PRESS CONTACT

Lena Elster  
l.elster@premium-group.com  
+49 (0) 30 629085 552

## WEB

www.brighttradeshow.com  
www.facebook.com/Bright.Tradeshow  
www.instagram.com/brighttradeshow

Tuesday, 3 July 2018, 10am - 7pm

Wednesday, 4 July 2018, 10am - 7pm

Thursday, 5 July 2018, 10am - 5pm

# SEEK - A COMMON GROUND FOR INDIVIDUALS IN FASHION

# SEEK



© Jan Kapitän

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.

For the upcoming season kicking off in July 2018 SEEK will have a recurring theme for the first time: Destination - Berlin as a destination; SEEK as a destination. Twice a year the international community meets in Germany's capital city to view the most cutting-edge collections, as well as explore the latest restaurants, bars and clubs... a little like being on holiday. "Enter through the Gift Shop" states the banner over the entrance to SEEK; and browse the limited edition SEEK merch collection, which features t-shirts sporting slogans along the lines of "My colleague went to SEEK, and all I got was this lousy t-shirt", spares a thought for those who didn't get to join in. Alongside the Destination themed events and the styling of the hosts and hostesses, the open-air location, Badeschiff, infuses networking with all the flair of Club Tropicana.

SEEK is a format of PREMIUM GROUP.

## LOCATION

ARENA Berlin  
Eichenstrasse 4  
12435 Berlin

## CONTACTWW

info@seekexhibitions.com

## PRESS CONTACT

Lena Elster  
+49 (0) 30 629085 552  
l.elster@premium-group.com

## WEB

www.seekexhibitions.com  
www.facebook.com/seekberlin  
www.instagram.com/seek\_berlin

Tuesday, 3 July 2018, 10am - 7pm

Wednesday, 4 July 2018, 10am - 6pm

Thursday, 5 July 2018, 10am - 4pm

# SELVEDGE RUN



© Selvedge-Run-Palais-Funkhaus-36

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.

The „Trade show for quality garments and crafted goods“ will use the momentum of the successful winter edition and move into a new quarter for summer. Located on the City West exhibition grounds as well, the new site offers more space, an attractive outdoor area with improved logistics. The cooperation with Panorama continues.

## LOCATION

Palais am Funkturm  
Hammarskjölplatz  
Messe Berlin

## CONTACT

info@selvedgerun.com  
+49 (0) 30405765 16

## PRESS CONTACT

Simone Winter  
simone@selvedgerun.com  
+49 (0) 30405765 16

## WEB

www.selvedgerun.com  
www.facebook.com/selvedgerun  
vimeo.com/selvedgerun  
www.instagram.com/selvedgerun

Thursday, 5 July 2018 to

Friday, 6 July 2018

Schedule via [DerBerlinerSalon.com](http://DerBerlinerSalon.com)

# DER BERLINER SALON

DER  
BERLINER  
SALON

From Thursday 05th to Friday 06th July, 2018, the cultural programme DER BERLINER SALON will be opening its doors in Berlin's historic centre for the eighth 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 Friday 06th July, 2018, showcases key pieces and highlight creations of the Spring/Summer 2018 collections. Furthermore, 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.

## LOCATION

DER BERLINER SALON  
im Kronprinzenpalais  
Unter den Linden 3  
10117 Berlin  
- Invitation only -

## PRESS CONTACT

DER BERLINER SALON  
Pepe Burkhardt  
Head of Public Relations & Communications  
[pepe.burkhardt@dbs-mode.de](mailto:pepe.burkhardt@dbs-mode.de)

## WEB

[www.derberlinersalon.com](http://www.derberlinersalon.com)  
[www.facebook.com/DerBerlinerSalon](https://www.facebook.com/DerBerlinerSalon)  
[www.instagram.com/derberlinersalon](https://www.instagram.com/derberlinersalon)



Contact and requests for accreditation: [redaktion@fashion-week-berlin.com](mailto:redaktion@fashion-week-berlin.com)

Presse requests for statements: [pressestelle@senweb.berlin.de](mailto:pressestelle@senweb.berlin.de)

On behalf of

**BERLIN  
FASHION  
WEEK**

 **Berlin** Partner  
for Business and Technology

Senate Department  
for Economics, Energy  
and Public Enterprises

**be**  **Berlin**