

Hot Threads in Cool Halls

Berlin Fashion Week presents Berlin designers and international fashion

Berlin, 16 January 2015 The Berlin Fashion Week (19–23 January 2015) brings a number fashion shows with the latest designs to unusual places across the capital:

- the Green Showroom for sustainable fashion is taking over Postbahnhof at Ostbahnhof;
- the Show & Order fair for high-end fashion has opted for Kraftwerk in Berlin-Mitte, a former combined heat and power plant;
- the "Curvy is sexy" trade show is bringing plus sizes to the isle of Eiswerder in Tegel;
- designer Bobby Kolade is showing his fashions at the world famous Club Berghain;
- St Elisabeth's church is being put to use as designer Schumacher shows her collection there;
- and the Berlin Modesalon is taking up residence in the former palace of the crown prince of Prussia (Kronprinzenpalais) on Unter den Linden.

"Typical Berlin: For Fashion Week, this means that Berlin and international designers present their creations in unusual event locations. Once again, we expect some 200,000 visitors to come to the city this week who will spend approximately €120 million in the city," says Burkhard Kieker, CEO of *visitBerlin*. The fashion industry has become a key factor driving both the city's international image and its economy.

New Formats and Trends – Guerilla Action at Bread and Butter

visitBerlin offers a new downloadable map of the city, showing shops and studios that are working on sustainable fashion and upcycling: www.visitberlin.de/en/spot/fashion-roadmap-upcycling-green-fashion

Against the backdrop of the Premium Exhibitions show, 20 January will see the first "#fashiontech – Innovation Lab" conference, featuring local products, discussions and forums on digital trends in the fashion industry. Among the innovations are wearable IT and fashion tech: Fashion is intelligently combined with the digital world, with such products as smartphone gloves or caps with integrated mp3 players (www.fashion-week-berlin.com/en/). New ground is also being broken at Bread and Butter: As part of a "guerilla trade show", it will feature the current collections of more than forty brands on its own premises.

In addition to the major trade shows, there are numerous fashion events. For example, the Museum "The Kennedys" is marking Fashion Week with a photo exhibition of timeless fashion icons.

Berlin's development into a fashion metropolis goes hand-in-hand with its growth as a shopping magnet. In 2014 alone, two large shopping centres opened in the city: Bikini Berlin and the Mall of Berlin, both of which feature a wide variety of Berlin designer fashion and international brands. Among the top 10 most important reasons given for coming to Berlin, 47 per cent mentioned the particular shopping opportunities offered by the German capital.

Hotel rooms can be booked at visitBerlin.com or by calling +49 (0)30 – 25 00 25.

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