



# Fashion in Berlin

**The Place To Be**

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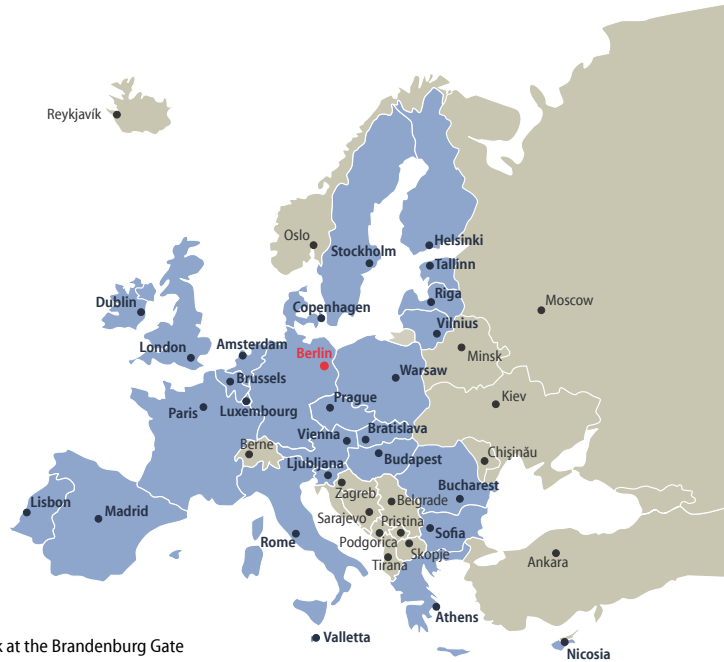
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Helmut Newton Foundation



Kate Moss by Helmut Newton



Cover: The 2007 Mercedes-Benz Fashion Week at the Brandenburg Gate

Berlin at the center of an expanding European Union

### Invest in Berlin

Berlin is the new attraction in Europe's fashion industry and offers unparalleled development potential. Roughly 800 trend-setting designers and labels are already hard at work in the capital. Many industry networks and 60 events – including the Berlin Fashion Week and its Mercedes-Benz Fashion Week and Premium Fair – continue to attract international buyers, agencies, fashion lovers, and major international players. The city's unique concentration of nine fashion schools ensures the high-quality education of tomorrow's stars. Rental and commercial costs and the overall cost of living in Berlin are very low, especially in comparison with fashion centers such

as Paris, London, and Milan. This fosters an open environment in which extraordinary creativity and diverse lifestyles can flourish. Berlin is also Germany's top tourist destination – and the third most popular European city after London and Paris. It attracts upscale intercontinental shoppers who come for its brand-name flagship stores and its cutting-edge independent shops. With over 6 million people living in an around Berlin and approximately 240 million people visiting the capital region each year, the city boasts a high level of spending power compared to the rest of the country. Berlin is an attractive market for both established designers and innovative young professionals.



Luxury shopping mile at Friedrichstrasse



Supermodel Gisele Bündchen in Berlin

### Where decisions are made

Berlin is the capital of Germany and the place where political decisions are made. The city is also home to the most important industry associations and international corporations.

### Where East and West meet for business

Berlin lies at the very heart of the European Economic Area with its 25 member countries and 450 million inhabitants. From this strategic position, the city functions as a major stepping stone between East and West. Over 200 institutions facilitate access to the emerging markets of Central and Eastern Europe, which are of particular interest to the fashion industry.

### Where creativity flourishes

Berlin's scientific, research, and cultural environments are unique in Europe. The city's creative atmosphere attracts young professionals from all walks of life, and the interplay of fashion, music, design, film, and art is a lived reality. Trend-setting products, services, and businesses emerge every day. The culture industry in Berlin generates sales of euro 19 billion.

### Where cosmopolitan flair abounds

Berlin is a cosmopolitan city with a population of 3.4 million. People from over 180 countries live in the capital and contribute significantly to its creative and inspiring atmosphere. You can choose between 1,500 daily cultural events, and the city boasts an exciting club, music, and art scene all day, every day. Over 170 museums, 150 stages, 11 symphony orchestras and 300 cinemas make Berlin one of the world's foremost cultural cities.

### Where the living is easy

Berliners are surrounded by nature. One-fourth of the city's area is made up of water, forest, and parks. From renovated city neighborhoods to noble villas at the water's edge, the region offers attractive residential spaces at reasonable prices. Whether water sports, golfing, or inline skating, in Berlin, everybody's favorite hobbies are at their doorstep.

- The creative world has its eye on Berlin
- Major trends emerge from Berlin
- Affordable rental rates for shops, ateliers, and showrooms
- Germany's top tourist destination
- Above-average spending power in Berlin
- Wide selection of extraordinary event locations
- Comprehensive, industry-wide networks
- Government support for the fashion industry



The Fashion Floors at KaDeWe

### Berlin has spirit, sparkle, and spending power

Berlin continues to attract the biggest names in the fashion industry. The city is an inspiration to international fashion and lifestyle photographers, trend scouts, and the world's leading designers. Berlin's »unfinished« feel is a direct result of its turbulent history, and the city exerts a major pull on fashion experts. According to industry insiders, no other city in Europe – some would even argue in the world – is as trend-setting and cutting-edge as Berlin, while at the same time being affordable for young professionals to live in. Berlin is always one step ahead of the pack – and this is exactly what sales agents, buyers, and fashion designers from all over the world appreciate. Berlin boasts rates for shops, showrooms, and ateliers that are far below the average of any other major European urban area. Visitors have their pick of a wide variety of accommodations ranging from loft apartments overlooking Berlin's rooftops to suites in the city's 80 four-star and 15 five-star hotels. There's no doubt about it: people

who visit Berlin like to shop. Berlin is the Nr. 1 tourist destination in Germany and is listed only behind London and Paris in the European rankings. The city attracts a significant number of international consumers with above-average spending power. According to Aengevelt Real Estate, Berlin's absolute spending capacity was almost 57 billion euro in 2005. Berlin also has a wide selection of beautiful and extraordinary event locations in every size and category, from baroque castles and classical industrial architecture to hip clubs and trendy locales. These unique spaces are available for shows, side events during the Berlin Fashion Week, and photo shoots of all sizes and price categories. Industries related to the fashion business have formed progressive and integrative networks that cooperate with the creative, young talent at Berlin's nine fashion schools. They also support established fashion designers, their business partners, and suppliers in all related matters – whether in sales, production, or market internationalization.



MICHALSKY at the BERLIN FASHION WEEK .....

### Politics supports fashion

In Berlin, politics and the fashion industry work together with the common goal of promoting the city as a leading fashion metropolis. As Klaus Wowereit, Berlin's mayor, notes: »More than ever, Berlin has now taken up its leading role on the international fashion stage. Creativity has become one of the city's unique trademarks.« Along with Harald Wolf, Berlin's Senator for Economics, Technology, and Women's Issues, the mayor has taken over the patronage of several young talent awards and education initiatives in cooperation with fashion schools, and together they promote the fashion industry via the »Project Future« state initiative. Support is provided for national and international presentations by established designers, for the creation of portals providing information about the industry, for targeted educational measures, for the expansion of production capacities, and for the co-financing of fashion

shows during Berlin Fashion Week.

Fashion companies – whether large corporations or small labels – receive quick and competent advice. In cooperation with the Berlin Investment Bank (IBB), a venture capital fund and a coaching program were established that are specifically designed for the creative industries. Easier access to capital as a prerequisite for growth and internationalization is also about to be expanded, as both interim financing and micro-loans for fashion companies are in the works. In Berlin, companies and the political community share a strong and productive relationship. For example, the »Project Future« state initiative organizes roundtable discussions with the fashion industry on a regular basis. These are designed to disseminate information about current projects and to collaborate on developing strategies to support the fashion industry.

»Project Future« State Initiative [www.projektzukunft.berlin.de](http://www.projektzukunft.berlin.de) ..... Senate Department for Economics, Technology, and Women's Issues [www.berlin.de/sen/waf/register/mode.html](http://www.berlin.de/sen/waf/register/mode.html) ..... thefashioncollectiveberlin [www.thefashioncollectiveberlin.com](http://www.thefashioncollectiveberlin.com) ..... BERLIN FASHION WEEK [www.fashion-week-berlin.com](http://www.fashion-week-berlin.com)



..... in January 2008



2008 Premium Store F95 on Frankfurter Allee

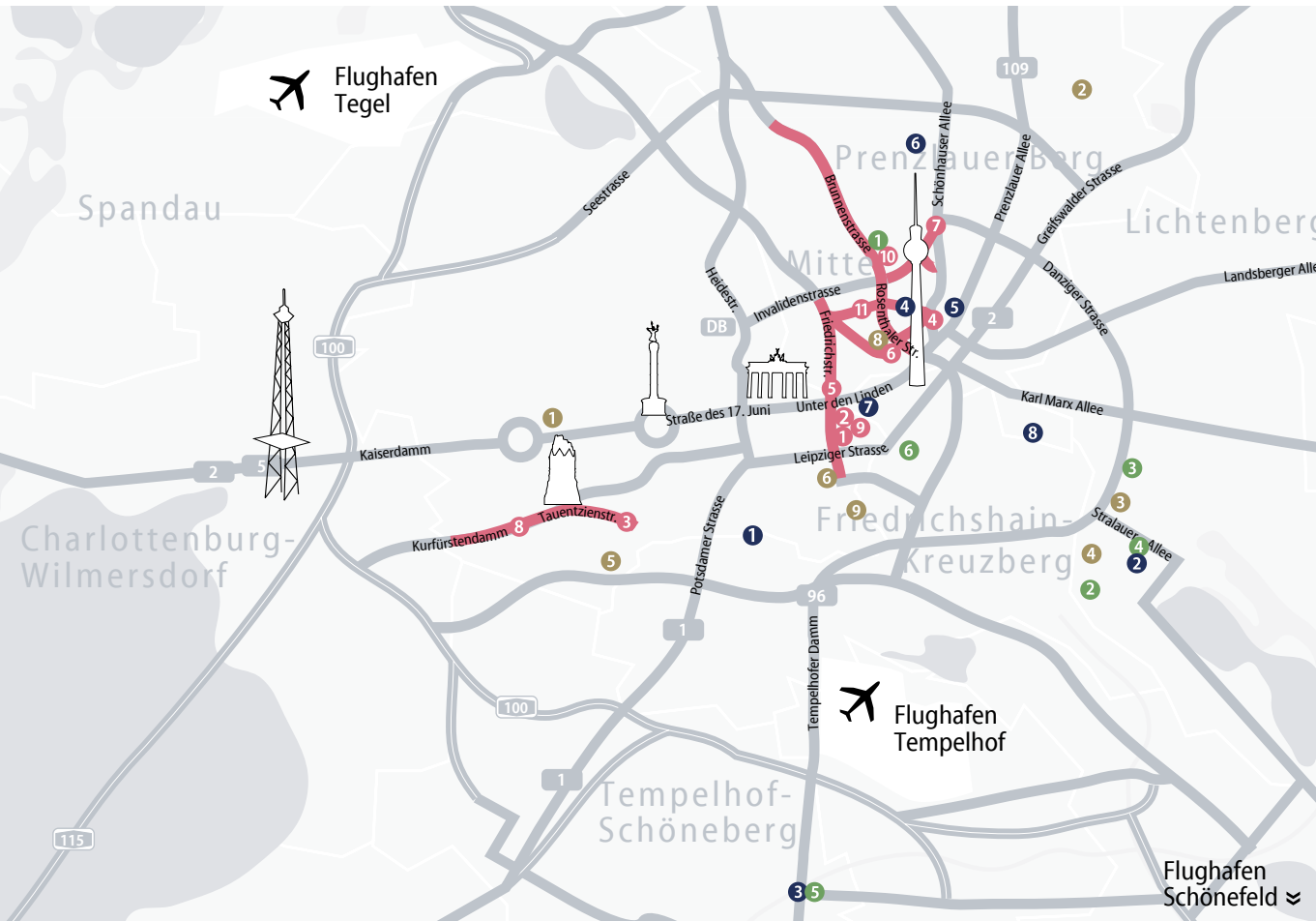


### Michael Michalsky Fashion Designer and Founder of the Michalsky Label [www.michalsky.com](http://www.michalsky.com)

»In contrast to established cities, such as Paris and London, Berlin has a feeling similar to the one New York had in the 1980s – it's constantly developing. This is ideal for fashion designers, because fashion has everything to do with change. It provides me with the inspiration to position »Michalsky« as a lifestyle label on the international market. I'm going to need a bigger team in order to accomplish that. By the way, in my fourth life, I could easily imagine opening up a fashion academy in Berlin that embodies my philosophy.«



Shopping, Fashion Schools, Trade Fairs, Locations – A Selection



Exklusives Shoppen at »The Corner« on Gendarmenmarkt

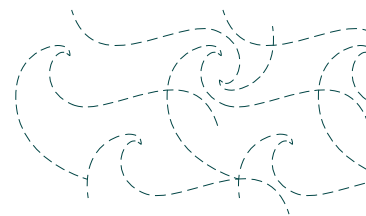


Quartier 206 on Friedrichstraße

### Berlin – a shopper's paradise

Nowhere else can you find as much fashion retail space opening in top locations as you can in Berlin. Serious shopping is done on Friedrichstraße and Kurfürstendamm. Fashion aficionados will also find international haute couture and streetwear at stores ranging from Drykorn and Michalsky to Gucci and Hermès and Adidas

and Nike. Fashionistas are drawn to the Quartier 206 department store, the Galeries Lafayette – which has a floor devoted entirely to Berlin design – and to the KaDeWe. Hip shoppers gravitate toward the trendy districts around the Hackescher Markt and on Mulackstraße, Torstraße, Brunnenstraße, Kastanienallee, and Frankfurter Allee.



### Fashion Design Schools

- 1 **University of the Arts** College of Architecture, Media and Design, Straße des 17. Juni 118, 10623 Berlin [www.udk-berlin.de](http://www.udk-berlin.de)
- 2 **Berlin Weissensee School of the Arts** School of Design, Bühringstrasse 20, 13086 Berlin [www.kh-berlin.de](http://www.kh-berlin.de)
- 3 **Fberlin College of Applied Sciences** Department of Design, Warschauer Platz 6–8, 10245 Berlin [www.fhtw-berlin.de](http://www.fhtw-berlin.de)
- 4 **ESMOD Berlin** Görlitzer Strasse 51, 10997 Berlin [www.esmod.de](http://www.esmod.de)
- 5 **Lette Foundation Berlin** Public Foundation, Viktoria-Luise-Platz 6, 10777 Berlin [www.lette-verein.de](http://www.lette-verein.de)
- 6 **OSZ Center for Textile Technology and Fashion** Kochstrasse 9, 10969 Berlin [www.osz-bekleidung-mode.de](http://www.osz-bekleidung-mode.de)
- 7 **BEST Sabel Education Center** Technical School of Design, Vocational School of Design, Lindenstrasse 42, 12555 Berlin [www.best-sabel.de](http://www.best-sabel.de)
- 8 **AMD Fashion Design Academy** Sophienstrasse 18, 10178 Berlin [www.hs-amdnet.de](http://www.hs-amdnet.de)
- 9 **Media Design College** Lindenstrasse 20–25, 10969 Berlin [www.mediadesign.de](http://www.mediadesign.de)

### Trade Fairs and Shows

- 1 **Premium Exhibition Berlin** »The Station« Luckenwalderstrasse 4–6, 10963 Berlin [www.premiumexhibitions.com](http://www.premiumexhibitions.com)
- 2 **Spirit of Fashion** Arena Berlin, Eichenstrasse 4, 12435 Berlin-Spandau [www.spirit-of-fashion.com](http://www.spirit-of-fashion.com)
- 3 **Berliner Durchreise** Ullstein Haus, Mariendorfer Damm 1–3, 12099 Berlin [www.berlinerdurchreise.de](http://www.berlinerdurchreise.de)
- 4 **Projektgalerie Showroom** AB Projektgalerie, Torstrasse 96, 10119 Berlin [www.ab-project-berlin.com](http://www.ab-project-berlin.com)
- 5 **Motorola Fashion Rock Night** Backfabrik, Saarbrückerstrasse 36a, 10405 Berlin [www.motorola-fashion-rock-night.com](http://www.motorola-fashion-rock-night.com)
- 6 **Stark Umspannwerk**, Kopenhagenerstrasse 56–58, 10437 Berlin [www.stark-berlin.com](http://www.stark-berlin.com)
- 7 **Mercedes-Benz Fashion Week** Bebelplatz 10117 Berlin, Sommer Location 2008 [www.mercedes-benzfashionweek.com](http://www.mercedes-benzfashionweek.com)
- 8 **Mercedes-Benz Fashion Week** Postbahnhof am Ostbahnhof, Strasse der Pariser Kommune 8, 10243 Berlin, Winter Location [www.mercedes-benzfashionweek.com](http://www.mercedes-benzfashionweek.com)

### Locations

- 1 **City Outlet Center (planned)**, Brunnenviertel, Brunnenstrasse, 13355 Berlin [www.weddingdress2.de](http://www.weddingdress2.de)
- 2 **The Kiefholz Ateliers** Kiefholzstrasse 1–4, 12435 Berlin-Treptow [www.kiefholzateliers.de](http://www.kiefholzateliers.de)
- 3 **Grünberger Höfe** Grünberger Strasse 44, 10245 Berlin [www.dreswild.de](http://www.dreswild.de)
- 4 **Labels Berlin** Osthafen, Stralauer Allee 10, 10245 Berlin [www.labels-berlin.com](http://www.labels-berlin.com)
- 5 **Mode-Center-Berlin GmbH** Mariendorfer Damm 1–3, 12099 Berlin [www.mode-center-berlin.de](http://www.mode-center-berlin.de)
- 6 **Wallcity** Wallstrasse 16, 10179 Berlin [www.wallcity-showrooms.de](http://www.wallcity-showrooms.de)

### Shopping in Berlin

- 1 **Quartier 206 Department Store** Friedrichstrasse 71, 10117 Berlin [www.quartier206.com](http://www.quartier206.com)
- 2 **Galleries Lafayette** Friedrichstrasse 76–78, Ecke Französische Strasse, 10117 Berlin [www.galleries-lafayette.de](http://www.galleries-lafayette.de)
- 3 **KaDeWe** Tauentzienstrasse 21–24, 10789 Berlin [www.kadewe.de](http://www.kadewe.de)
- 4 **Alte/Neue Schönhauser Strasse mit Mulackstrasse**
- 5 **Friedrichstrasse**
- 6 **Hackescher Markt/Oranienburger Strasse**
- 7 **Kastanienallee/Oderberger Strasse**
- 8 **Kurfürstendamm/Tauentzienstrasse**
- 9 **The Corner**, Französische Strasse 40, 10117 Berlin [www.thecornerberlin.de](http://www.thecornerberlin.de)
- 10 **Brunnenstrasse**
- 11 **Torstrasse**



**Anne Maria Jagdfeld** Owner and CEO of amj Holding and Director of the Quartier 206 Department Store

[www.departmentstore-quartier206.com](http://www.departmentstore-quartier206.com)



»Our Quartier 206 Department Store was the first concept store in Germany and, as a model for all subsequent businesses, a source of inspiration and a type of Mecca for shoppers. When we started on Friedrichstrasse in 1996, there were only three other stores in the world that offered the same mixture of luxurious fashion, home decoration, cosmetics, and accessories. Our customers include several stars, but we also see many international photographers, stylists, and lifestyle magazine editors, who visit us to find inspiration. We're constantly working on perfecting our concept. In addition to major names and labels – including Lanvin, Dolce & Gabbana, Marni, Balmain, and Prada – we also show selected newcomers and up-and-coming labels. We also have a large selection of bags and footwear, and now we're making plans to expand our retail space as well as our range of offerings by making room for traditional and contemporary art, jewelry, and bed & bath accessories. We profit immensely from the rise in the number of tourists from all over Europe and the world. Over the last several years, Berlin has expanded at a remarkable pace. Where else do you get the chance to contribute to the emergence a new metropolis? Only in Berlin.«

- 800 fashion designers in Berlin
- All styles and branches
- Local labels winning over Europe’s catwalks and shops
- Berlin fashion much-in-demand on the international stage



Trippen flagship store in Berlin’s Hackesche Höfe

**Berlin attracts fashion designers from all over the world**

Roughly 800 young and creative designers and fashion labels – including established names and international stars bursting onto the scene – have transformed Berlin into a fashion metropolis. The German capital is now a permanent fixture on the schedules of top designers and trend scouts from major fashion companies. The city’s exuberant mixture and its hard edge make all the difference. Where else can you find vintage clothing and a vibrant subculture right alongside Germany’s fashion czar, Wolfgang Joop? Where else do giants such as Kostas Murkudis, Michalsky, and Unrath & Strano meet the »ghetto style« of the Turkish-Berlin jeans label Picaldi? Up-and-coming stars, such as Doreen Schulz and Clara Kraetsch of c.neon are permanent fixtures at the London

Fashion Week. They have been known to cause fashion rages in Japan and are following in the footsteps of Karl Lagerfeld and Vivienne Westwood by designing an exclusive collection for Vorwerk. Where else can Kaviar Gauche attract Hollywood divas, be simultaneously found in the top stores of the Karstadt Corporation, and encounter established labels such as Claudia Skoda? Where else can you find the award-winning Trippen shoes made of alder, poplar, and beech wood? Where else can you find must-have summer accessories and glasses by Mykita, and where else can you find the famous ic! Berlin eyewear »systems« that don’t use screws? Berlin fashion labels have one thing in common: they are sold in shops all over the world and continue to inspire the awe and enthusiasm of the global fashion community.



**Wolfgang Joop** Fashion Designer and Founder of Wunderkind  
[www.wunderkind.de](http://www.wunderkind.de)

»In comparison to other major fashion centers, Berlin is more like a young girl. Young women are the most inspiring to me. They are curious, uncompromising, and somehow never finished. Young people don’t yet know how dangerous life can be.

My heart needs to beat in a radical rhythm for me to be seen and heard. Berlin has allowed me to find the way to my true style. The city’s indifference to class and high society fires my fantasy anew every day.«



New Drykorn Flagship Store on Neue Schönhauser Strasse

**Fashion Designers – A Selection** 30paarhaende [www.30paarhaen.de](http://www.30paarhaen.de) ..... Address [www.address.de](http://www.address.de) ..... Anntian [www.anntian.de](http://www.anntian.de) ..... Fiona Bennet [www.fionabennet.com](http://www.fionabennet.com) ..... Bless [www.bless-service.de](http://www.bless-service.de) ..... c.neeon [www.cneeon.de](http://www.cneeon.de) ..... C'est tout [www.cesttout.de](http://www.cesttout.de) ..... Choucroute [www.choucroute.de](http://www.choucroute.de) Eastberlin [www.eastberlin.net](http://www.eastberlin.net) ..... Firma [www.firma.net](http://www.firma.net) ..... Frank Leder [www.frank-leder.com](http://www.frank-leder.com) ..... Frisch [www.frisch-berlin.de](http://www.frisch-berlin.de) ..... Gabriele Lipp [www.gabrielelipp.de](http://www.gabrielelipp.de) Anna von Griesheim [www.anna-von-griesheim.de](http://www.anna-von-griesheim.de) ..... ic! Berlin [www.ic-berlin.de](http://www.ic-berlin.de) ..... Icke Berlin [www.icke-berlin.de](http://www.icke-berlin.de) ..... IO [www.io.net](http://www.io.net) ..... Just MariOt [www.justmariot.com](http://www.justmariot.com) ..... Kaviar Gauche [www.kaviargauche.com](http://www.kaviargauche.com) ..... Kostas Murkudis [www.kostasmurkudis.net](http://www.kostasmurkudis.net) ..... Lala Berlin [www.lalaberlin.com](http://www.lalaberlin.com) ..... MACQUA [www.macqua.com](http://www.macqua.com) ..... Majaco [www.majaco-berlin.de](http://www.majaco-berlin.de) ..... Mayer [www.mayer-berlin.com](http://www.mayer-berlin.com) ..... Michalsky [www.michalsky.com](http://www.michalsky.com) ..... Miroike [www.miroike.de](http://www.miroike.de) Mongrels in Common [www.mongrelsincommon.de](http://www.mongrelsincommon.de) ..... Mykita [www.mykita.com](http://www.mykita.com) ..... Nix [www.nix.de](http://www.nix.de) ..... Esther Perbandt [www.estherperbandt.com](http://www.estherperbandt.com) ..... Penkov [www.penkovberlin.de](http://www.penkovberlin.de) ..... Pulver [www.pulver-studio.de](http://www.pulver-studio.de) ..... QED [www.qed-homme.com](http://www.qed-homme.com) ..... Anett Röstel [www.anett-roestel.de](http://www.anett-roestel.de) ..... BO VAN MELSKENS [www.bovanmelskens.com](http://www.bovanmelskens.com) ..... Scherer Gonzáles [www.scherergonzales.de](http://www.scherergonzales.de) ..... Sisi Wasabi [www.sisiwasabi.com](http://www.sisiwasabi.com) ..... Sinemus [www.sinemus.de](http://www.sinemus.de) ..... Claudia Skoda [www.claudiaskoda.com](http://www.claudiaskoda.com) ..... Smeiliner [www.smeiliner.de](http://www.smeiliner.de) ..... talkingmeanstrouble [www.talkingmeanstrouble.com](http://www.talkingmeanstrouble.com) ..... Thatchers [www.thatchers.de](http://www.thatchers.de) Trippen [www.trippen-shoes.com](http://www.trippen-shoes.com) ..... Unrath & Strano [www.unrath-strano.com](http://www.unrath-strano.com) ..... Urban speed [www.urbanspeed.de](http://www.urbanspeed.de) ..... Van Reimersdahl [www.van-reimersdahl.com](http://www.van-reimersdahl.com) von Wedel & Tiedeken [www.vonwedel-tiedeken.de](http://www.vonwedel-tiedeken.de) ..... Wolfen [www.wolfengermany.com](http://www.wolfengermany.com) ..... Wunderkind by Wolfgang Joop [www.wunderkind.de](http://www.wunderkind.de) ..... Zeha [www.zeha-berlin.de](http://www.zeha-berlin.de)

ic! berlin Shop in Taipei, Taiwan



Fiona Bennet Shop





Unrath & Strano Shop in Dubai, United Arab Emirates



»Wut Berlin« Shop in Tokyo, Japan

**Zerlina von dem Bussche** Founder and Designer of Sisi Wasabi

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

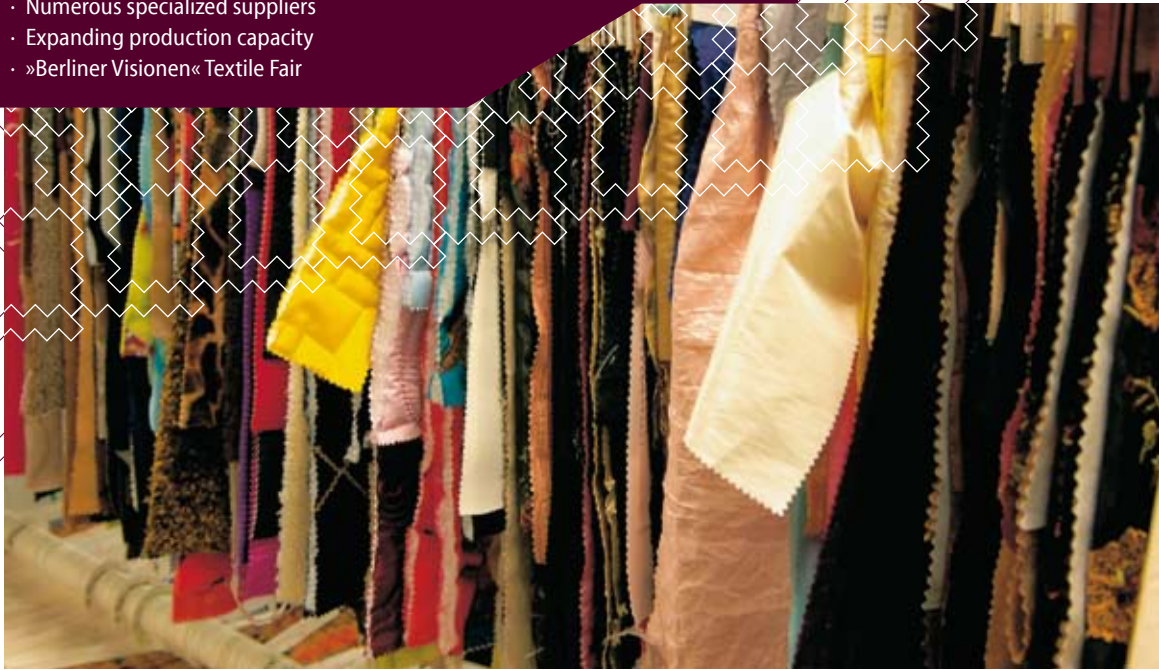


»In the space of four years, I've developed Sisi Wasabi from a young label to a brand name that stands for high-quality products and handiwork. My current prêt-à-porter collection enjoys a very high recognition factor and has established itself on the market and with buyers. I'm currently in the process of professionalizing my sales and distribution structure with the goal of expanding even further. Berlin has always been an unbelievably inspiring city. The strong design community and the Berlin Fashion Week have brought the city to the forefront of the international scene. I'm delighted that Sisi Wasabi has become one of the city's fixtures.«

Sisi Wasabi catwalk, Mercedes-Benz Fashion Week, January 2008



- Approximately 35 local manufacturers
- Numerous specialized suppliers
- Expanding production capacity
- »Berliner Visionen« Textile Fair



Roughly 220 collections at the »Berlin Visions« textile fair at the Mode Center Berlin [www.mode-center-berlin.de](http://www.mode-center-berlin.de)

### Limited-edition collections made in and around Berlin

While some Berlin designers produce their collections in countries such as Portugal, Italy, and Turkey, others just as easily have their sample collections and limited editions produced right here in the city, in the surrounding state of Brandenburg, or nearby in Poland. They have an excellent network of workshops at their fingertips, including external suppliers, individual parts manufacturers, and final production

facilities. Hundreds of seamstresses specialize in avant-garde designs from Berlin – and their numbers are increasing. Roughly 35 small manufacturers are located here, and there are another dozen in Poland. Whether at Top-Creativ in Cottbus or Käthe Spaniehl in Berlin, creative designers can be sure that their collections will be handled professionally from the first cut and sample all the way to the final product in the shop. Berlin also has local textile printers that produce individualized fabric and motif prints.

**Manufacturers and Suppliers:** [designpool.berlin](http://designpool.berlin) [www.designpool-berlin.de](http://www.designpool-berlin.de) ..... [ESMOD](http://ESMOD) [www.esmod.de](http://www.esmod.de) ..... [Textilzelle](http://Textilzelle) [www.textilzelle.de](http://www.textilzelle.de)

### Expanding production capacity

The boom in Berlin's fashion industry has led to an increase in the significance of the regional sewing industry. Berlin's Esmod School launched an innovative manufacturing program involving specialists and high-tech equipment to produce small collections of external designers from start to finish. The »Textile Cell« (Textilzelle) at Berlin's College of Applied Sciences Berlin (FHTW) features 50 industrial machines on a space of 250 square meters, including special machines for work on button holes, sleeves, fur, and leather. Experienced seamstresses and project managers produce sample collections

and offer other services to small and medium-sized fashion companies. The »Modedesign« co-operation meeting takes place two times a year in Berlin and is organized for roughly 350 Berlin design labels by the »designpool.berlin« network.

Approximately 30 managers, clothing fitters, extras suppliers, seamstresses, and leather manufacturers come to meet with project-related partners for small and sample series manufacturing. »designpool.berlin« already has a roster of roughly 100 production companies and suppliers from Berlin, Brandenburg, Thuringia, Saxony, Saxony-Anhalt, and Poland.

- BERLIN FASHION WEEK, including the Mercedes-Benz Fashion Week Berlin and the PREMIUM fair
- 60 additional events surrounding the BERLIN FASHION WEEK
- Wide range of urbanwear, sportswear, street couture, high fashion and commercially successful men's and women's outerwear brands
- Berlin's catwalks feature international brand names such as JOOP!, HUGO, Strenesse, MICHALSKY, Diesel, and Zac Posen
- Lucrative awards for young talent



Strenesse and Unrath & Strano catwalks at the Mercedes-Benz Fashion Week in Berlin's Postbahnhof am Ostbahnhof

**The international fashion world at its feet**

Twice a year, the Berlin Fashion Week turns the city into an international fashion Mecca. At 60 events surrounding the Mercedes-Benz Fashion Week Berlin, design names such as Zac Posen and Strenesse present their new creations. Other names, such as Sinemus and Macqua as well as young talent from the Berlin scene, are also very much involved. The Premium Fair alone shows 850 exclusive women's and men's collections by international designers as well as accessories, footwear, and scents in addition to attracting many buyers and fashion experts to Berlin. At the same time, the »Stark.« fair takes place with commercially successful

women's and men's outerwear as well as accessories. Avant-garde fashion is presented by the »Project Galerie Showrooms« along with progressive streetwear and high fashion. January's »Spirit of Fashion« specializes in extravagant fashion from the fields of punk, rock and roll, gothic, and glam rock. Urban street style is celebrated at the Motorola Fashion Rock Night in January and at the Underground Catwalk in Berlin's U-Bahn in July. The Wedding Dress festival celebrates young labels from the field of urban fashion with an open-air catwalk. The successful BREAD & butter fashion fair in Barcelona is organized with roughly 100 colleagues from its offices in Berlin.

**Fashion Fairs and Shows** BERLIN FASHION WEEK [www.fashion-week-berlin.com](http://www.fashion-week-berlin.com) ..... Mercedes-Benz Fashion Week Berlin [www.mercedes-benzfashionweek.com](http://www.mercedes-benzfashionweek.com) ..... PREMIUM Exhibitions [www.premiumexhibitions.com](http://www.premiumexhibitions.com) Projectgalerie Showrooms [www.projectgalerie.net](http://www.projectgalerie.net) ..... Stark [www.stark-berlin.com](http://www.stark-berlin.com) ..... Spirit of Fashion [www.spirit-of-fashion.com](http://www.spirit-of-fashion.com) ..... Motorola Fashion Rock Night [www.motorola-fashion-rock-night.com](http://www.motorola-fashion-rock-night.com) ..... Underground Catwalk [www.underground-catwalk.com](http://www.underground-catwalk.com) Wedding Dress [www.weddingdress2.de](http://www.weddingdress2.de)

**Lynn Longendyke** Vice President of Production, IMG Fashion World [www.mercedes-benzfashionweek.com](http://www.mercedes-benzfashionweek.com)

»IMG has organized fashion events in many cities. We had watched the developments on the Berlin fashion scene for a while before we decided, in 2007, to launch the International Mercedes-Benz Fashion Week in Europe's new center of creativity. We were greeted very warmly and received considerable support from Berlin's state government and many others. There is currently a high level of interest in transforming Berlin into a new, cosmopolitan metropolis, and that's why we chose the city for our event. The Mercedes-Benz Fashion Week Berlin had a tremendous start and is destined to grow even further.«



### The city as stage and catwalk

During trade fairs and other industry events, major international brand names, such as Joop!, Hugo, and Michalsky, join progressive designers from all over the world in taking advantage of Berlin's wide variety of unique locations and settings in order to present their often complex and elaborate fashion shows. Extraordinary shows taking place at Berlin's unique museums and galleries, on Bebelplatz, in old cable fac-

tories, at the Olympic Stadium, and in Berlin's U-Bahn subway stations provide headlines and images for the international fashion press. Temporary showrooms in luxury auto houses, at the Deutsche Guggenheim, or in the Berlin offices of Bertelsmann on Unter den Linden, the city's main boulevard, attract experts and passers-by alike. At night, fashion professionals attend exciting parties in the hippest Berlin clubs.



PREMIUM Exhibitions in January 2008

### And the winner is ...

Donna Karan and Karl Lagerfeld have both won the renowned Lucky Strike Designer Award given out each year in Berlin. And they are in good company. Former prize-winners include such international stars and photography legends as Philippe Starck, Richard Sapper, Bruno Sacco, and Peter Lindbergh. In addition

to four highly valued awards for young talent – the Moët et Chandon Fashion Debut, the Karstadt New Generation Award, the Beck's Fashion–Experience, and the Premium Young Designers Award – Berlin is also home to the »createurope: The Fashion Academy Award« for young European talent.

**Awards** Raymond Loewy Foundation [www.raymondloewyfoundation.com/luckystrike](http://www.raymondloewyfoundation.com/luckystrike) ..... Moët et Chandon Fashion Debut [www.moet.com](http://www.moet.com)  
Karstadt New Generation Award [www.karstadt.de](http://www.karstadt.de) ..... Beck's Fashion Experience [www.becks-fashion.de](http://www.becks-fashion.de) ..... Premium Young Designers Award  
[www.premiumexhibitions.com](http://www.premiumexhibitions.com) ..... createurope The Fashion Academy Award [www.createurope.com](http://www.createurope.com)

### Anita Tillmann and Norbert Tillmann

Managing Directors of Premium Exhibitions GmbH [www.premiumexhibition.de](http://www.premiumexhibition.de)



»We launched our Premium fair in 2003 with 70 labels. Today, we showcase roughly 850 collections at our STATION-Berlin location. We are unique worldwide in that we combine luxury fashion and lifestyle at this scale and at this level of quality. At the same time, though, the guiding principle of Premium is quality, not size. Our eco-friendly »Green Living« collections, which feature a high level of design quality, are the only ones of their kind in Europe. This line is especially set to see rapid expansion. Whether in fashion or art, Berlin is booming and continues to attract international designers and global fashion players. It won't be long before Berlin is mentioned in the same breath as Milan, Paris, and New York. And we're working on it.«

- World-class cultural metropolis
- Major festivals and fashion fairs with numerous awards
- Home of many prominent names from politics, culture, business and entertainment
- Political decision-making center with many high-ranking economic summits and galas
- Major news center with live broadcasts from all over the world



The 2008 Berlin Film Festival attended by the Rolling Stones and Oscar-winner Martin Scorsese



Leona Lewis at the 2008 Echo Awards

**Festivals, Prizes, Awards** ADC [www.adc.de](http://www.adc.de) ..... Aidsgala [www.aids-stiftung.de](http://www.aids-stiftung.de) ..... Bundespresseball [www.bundespresseball.de](http://www.bundespresseball.de) ..... New Faces Awards [www.bunte.de](http://www.bunte.de) ..... Deutscher Filmpreis [www.deutscherfilmpreis.de](http://www.deutscherfilmpreis.de) ..... Echo [www.echo-deutscher-musikpreis.de](http://www.echo-deutscher-musikpreis.de), [www.echopop.de](http://www.echopop.de) ..... Effie [www.gwa.de](http://www.gwa.de) Europäischer Filmpreis [www.europeanfilmacademy.org](http://www.europeanfilmacademy.org) ..... Goldene Henne [www.goldene-henne.de](http://www.goldene-henne.de) ..... Goldene Kamera [www.goldenekamera.de](http://www.goldenekamera.de) ..... Goldenes Lenkrad [www.axelspringer.de](http://www.axelspringer.de) ..... Internationale Filmfestspiele Berlin [www.berlinale.de](http://www.berlinale.de) ..... Lucky Strike Designer Award [www.raymondloewyfoundation.com/luckystrike](http://www.raymondloewyfoundation.com/luckystrike) MTV Designerama [www.mtv.de/designerama](http://www.mtv.de/designerama) ..... Duftstars 2008 [www.fragrancefoundation.de](http://www.fragrancefoundation.de), [www.duftstars.de](http://www.duftstars.de) ..... Popkomm [www.popkomm.de](http://www.popkomm.de)

**Dieter Kosslick** Director of the Berlin International Film Festival  
[www.berlinale.de](http://www.berlinale.de)



»Berlin is a major cultural metropolis that attracts creative minds from all over the world. The city has the wildest clubs and bars and a vast sub-culture thriving alongside world-class cultural events. For the past several years, the film and media community has increasingly used Berlin as a location for their major get-togethers. In addition to the International Film Festival, we also host the German Film Awards and the ›First Steps‹ Young Talent Awards. Berlin's culture and lifestyle provide fertile ground for the fashion scene to flourish. Young designers in Berlin are not only taking over the catwalks, their collections are also increasingly popular in the film industry. Berlin is simply a perfect place to experience this unbeatable combination of film, media, and fashion.«

MTV Designerama On Stage with Mongrels in Common and Blush ..... Klaus Wowereit, Berlin's mayor, at the 2008 Aids Gala



### Klaus and Ivan Strano

Fashion Designers and Managing Directors of Unrath & Strano

[www.unrath-strano.com](http://www.unrath-strano.com)

»After being in Milan and Paris for several years, we presented our collection at the Berlin Fashion Week in January 2008. The feedback was bombastic! Our current collection features daily wear and figure-hugging, low-necked, draped gowns for glamorous red-carpet appearances. These are the pieces that made us famous and brought us so much success with clients from Saudi Arabia, Qatar, the United Arab Emirates, and the United States. On the other hand, our private clients value the relaxed atmosphere in our Berlin atelier and showroom. Our regular customers include Sarah Brightman, Kati Witt, Franziska van Almsick, Lisa Martinek, Sonya Krauss, and Helen Schneider, all of whom have been with us for years.«



### Eccentricity Meets Elegance

At night, Berlin transforms itself into a red carpet with photographers, camera teams, and VIP limos scurrying about in a frenzy of flashbulbs. Countless receptions, galas, and award shows take place here every night alongside high-ranking business and political meetings. During Berlin Fashion Week, the city's fashion community celebrates exciting shop openings and young talent award galas as well as enjoying the capital's glamorous nightlife. The film industry also celebrates in Berlin with the annual Berlin International Film Festival, which features stars from all over the world. Major film premieres are put on every month, and the European and German Film Awards are presented here each year. Countless prominent names from film, TV, theater, and music have their home base in cosmopolitan Berlin. These celebrities enjoy buying street couture, urban elegance, and high fashion made by local

designers. Several professional agencies are located in Berlin that provide celebrities with hairstyling, make-up, and glamorous dresses. Many personal stylists to the stars also come to Berlin to find inspiration. The capital attracts fashion enthusiasts from all levels of society – whether they're looking for a gown for the Aids Gala or the Federal Press Ball, a glamorous outfit for the Echo Awards Ceremony, the MTV Designerama Awards, or the New Faces Awards ceremony. Berlin designers know that when celebrities wear their creations in public, the exposure helps them become well-known throughout the Germany and the world because they are written and spoken about and photographed by countless national and international correspondents for major German magazines, such as Gala, Bunte and Stern, as well as by MTV, BBC, CNN, France2, RAI, and TVE, all of whom have offices in Berlin.

- Seven specialized fashion schools with approx. 300 graduates each year
- Excellent training opportunities with international fashion stars as instructors
- Graduates from Berlin work at the top fashion houses
- Young Berlin designers have been receiving countless awards



Berlin University of the Arts (UdK) at the Mercedes-Benz Fashion Week 2007



Berlin-Weissensee School of the Arts at the Mercedes-Benz Fashion Week in January 2008

**Fashion Schools** Berlin University of the Arts, Institute for Fashion and Textile Design [www.udk-berlin.de](http://www.udk-berlin.de) ..... Berlin Weissensee School of the Arts, School of Design [www.kh-berlin.de](http://www.kh-berlin.de) ..... Berlin College of Applied Sciences, Department of Design [www.kd.fhtw-berlin.de](http://www.kd.fhtw-berlin.de) ..... ESMOD Berlin, École Supérieure des Arts et Techniques de la Mode, International Design School [www.esmod.de](http://www.esmod.de) ..... Lette Foundation Berlin, School of Photography, Graphic Design, and Fashion Design [www.letteverein.de](http://www.letteverein.de) Oberstufen Center for Textile Technology and Fashion [www.osz-bekleidung-mode.de/index.htm](http://www.osz-bekleidung-mode.de/index.htm) ..... BEST Sabel Education Center, Technical School of Design, Vocational School of Design [www.best-sabel.de](http://www.best-sabel.de) ..... Mediadesign School [www.mediadesign.de](http://www.mediadesign.de) ..... AMD Fashion & Design Academy [www.amdnet.de](http://www.amdnet.de)

### Young Designers on Their Way to the Top

Berlin has the most educational facilities for fashion and garment design in Europe. Nine design schools provide their students with a high standard of international instruction. The educational spectrum ranges from artistic- to production-oriented education. Young designers are prepared for self-employment via the »Fashion Patrons« project at the Esmod Berlin. Annual fashion shows given by graduating

classes at Esmod and the Berlin University of the Arts are considered vitally important for up-and-comers on the German fashion scene. This is where the national and international fashion industry comes to look for the new cream of the crop. International fashion names and fashion photography stars play a large part in Berlin's excellent educational system by regularly leading workshops and acting as instructors.

**Prof. Stephan Schneider** Professor at the Institute for Experimental Textile Design at the University of the Arts Berlin (UdK) and renowned fashion designer [www.udk-berlin.de](http://www.udk-berlin.de)



»In Berlin and at the University of the Arts, I live and breathe an unbelievable level of freedom and relaxation. This is simply an unbeatable combination, especially in comparison to Antwerp, where the pace of learning is determined by time pressure and the whip. At the same time, so much is possible here. Together with my colleagues, I can influence the purely creative study program without any restrictions. Together with the city, we have so many trumps cards in our hand that it's impossible for us not to succeed. I'm amazed that the young generation of fashion talent in Berlin is surprisingly matter-of-fact, understated, and democratic. I often wish there were a bit more rebellion, but – kudos! – the city has an excellent foundation of young labels.«

**Julia Böge, Simona Gabrieli and Jasmin Moallim** Founders and Designers of the fashion label QED  
[www.qed-homme.com](http://www.qed-homme.com)

»After our studies at the Esmod Berlin, we immediately started our label, QED. In contrast to Paris and London, Berlin is the ideal location to set up a new business, because here we were able to work in our own atelier while still being able to maintain a high standard of living. We also like the basic attitude in Berlin that anyone can do what they set their mind to. This gives the city an incredible energy. We were lucky from the very beginning. Our debut collection was shown at the Beck's Fashion Experience, and we were able to show our subsequent collection in Paris thanks to support funds from the state of Berlin. That was very important to us and allowed us to continue working. In January 2008, we won the Karstadt New Generation Award, and now our collection for Karstadt will be available in select stores starting in fall 2008. Our own collections can be found in Paris, Bucharest, Athens, and Copenhagen, as well as in four shops in Germany.«



ESMOD Berlin fashion show at Potsdamer Platz's Kulturforum

**Young Talent Awards** Karstadt New Generation Award [www.karstadt.de](http://www.karstadt.de) ..... Moët & Chandon Fashion Debut [www.moet.com](http://www.moet.com) ..... Beck's Fashion Experience [www.becks-fashion.de](http://www.becks-fashion.de) ..... Premium Young Designers Award [www.premiumexhibitions.com](http://www.premiumexhibitions.com) ..... createurope: The Fashion Academy Award [www.createurope.com](http://www.createurope.com)

### 30paarhaende – 30 pairs of hands

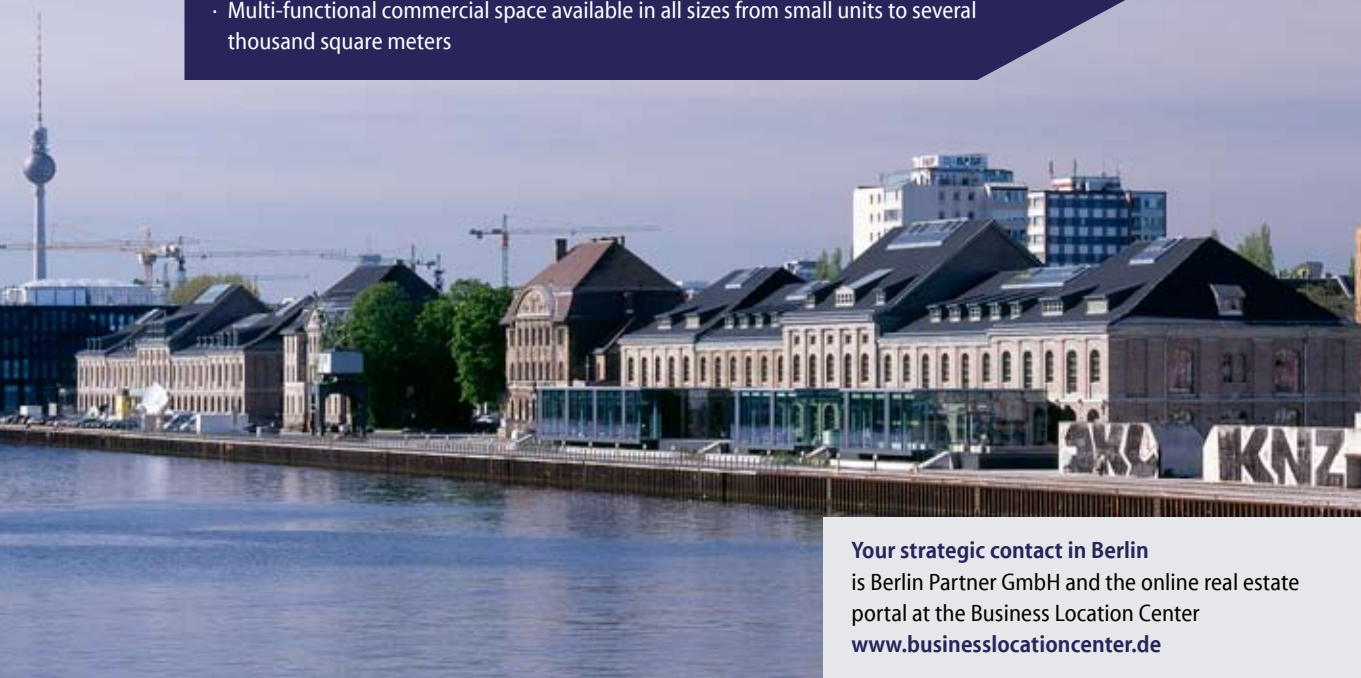
#### Collections from a student-run company

Since 2001, under the guidance of Prof. Uwe Janssen, students in their seventh semester in the fashion department at the Berlin College of Applied Sciences (FHTW) have produced and managed a summer and winter collection each semester and their own fashion label under the name 30paarhaende (30 pairs of hands). Their collections are shown at fashion fairs in Paris, Milan, and at Berlin's Mercedes-Benz Fashion Week, and they are available in their own shop located directly on the college's ground as well as at other stores throughout Germany and the world. [www.30paarhaen.de](http://www.30paarhaen.de)

### Young Talent Awards

Lucrative young talent awards – such as the Moët & Chandon Fashion Debut, the Premium Young Designers Award, and the Beck's Fashion Experience – are awarded each year in Berlin. Starting in 2007, the Karstadt Corporation has awarded the Karstadt New Generation Award for the best young designer's collection, which it then features at top Karstadt stores. The »createurope: The Fashion Academy Award« is a prize conferred on the best young European fashion talent and will be handed out for the first time in Berlin in 2008. Fashion design students and fashion schools from all over Europe participate. Berlin's fashion students are regular finalists at several international young talent competitions.

- Excellent cost effectiveness for buying or renting commercial space
- Rental rates for flagship stores in top locations considerably below European averages
- Attractive loft spaces, ateliers, and showrooms in the city and directly on the waterfront
- Unique working environment in renovated historical buildings
- Multi-functional commercial space available in all sizes from small units to several thousand square meters



#### Your strategic contact in Berlin

is Berlin Partner GmbH and the online real estate portal at the Business Location Center  
[www.businesslocationcenter.de](http://www.businesslocationcenter.de)

#### Labels Berlin

Labels Project Management GmbH & Co. KG, Geisbergstrasse 39, 10777 Berlin

#### Contact

Stefan J. Sihler, Volker Gross  
 T: +49 30 23 6082-330 F: -331  
[sihler@labelsberlin.com](mailto:sihler@labelsberlin.com)  
[www.labelsberlin.com](http://www.labelsberlin.com)

#### Fashion Labels

HUGO BOSS, ESCADA, ORWELL, Esprit, BRAX, CARLO COLUCCI, Marc Cain, TOM TAILOR

#### Top locations in the city and along the Spree

Berlin boasts a unique range of spaces for all purposes at rather moderate rates. Rental prices begin at five euro per square meter per month. Rates for luxurious retail space in Berlin's top locations are considerably below the average in Germany and other European metropolitan areas. You might pay 130–190 euro per square meter in and around the Kurfürstendamm, up to 100 euro per square meter on Friedrichstrasse, 110 euro per square meters at Hackescher Markt, and up to 60 euro per square meter in Prenzlauer Berg. The selection of spaces available for living or working in Berlin ranges from sunny art-nouveau ateliers and showrooms to industrial lofts and old, renovated warehouses of all sizes. Numerous agencies and fashion labels have moved to waterfront locations on both banks of the Spree River in Friedrichshain and Kreuzberg. At nearby Osthafen, the international fashion world will soon be getting an additional showroom and event

center with a roof garden and a planned catwalk over the Spree. Starting in early 2009, the »Labels Berlin 2« will open in a futuristic new building right next to the successful »Labels Berlin 1.« Even before construction begins, several international labels have made plans to establish offices in the project. For the past twenty years, the **Modecenter Berlin** in the historic **Ullsteinhaus** has been Berlin's top fashion address featuring 500 collections over a space of 35,000 square meter. Other top fashion locations are the **Kieffholz Ateliers** in Kreuzberg and the **Wallcity** in Berlin's historic center, which is the showcase for the collection of Yohji Yamamoto and the home of the Klauser fashion agency. New fashion locations are emerging in the historically and architecturally fascinating **Kindl Quartier** in Neukölln, in the **Zunft[quartier]** in the Malzfabrik in Schöneberg/Tempelhof, and in the **Brunnenviertel** area in the trendy districts of Mitte and Wedding.



### Brunnenviertel

Brunnenstrasse between Bernauer- and Lortzigstrasse, 13355 Berlin

#### Contact

DEGEWO Gruppe AG  
Erika Kröber  
T: +49 30 26485-1502, F: -1505  
Erika\_kroeber@degewo.de  
www.weddingdress2.de  
www.degewo.de

#### Fashion Labels

Styleserver, Flagshipstore, MODEPIONIERS, Lodown, Strict Berlin



### The Kieffholz Ateliers

Kieffholzstrasse 1–4, 12435 Berlin Treptow

#### Contact

Mosdzen-Immobilien e.K.  
Hartmut Mosdzen  
T: +49 30 337749-49, F: -42  
info@mosdzen-immobilien.de  
www.kieffholzateliers.de

#### Fashion Labels

Trippen and Esther Melhorn Mode



### Kindl Quartier

Werbellinstrasse 50, 12053 Berlin

#### Contact

HEAG  
Dr. Henke Projektgesellschaft mbH,  
Alexanderstrasse, 10178 Berlin  
Jens Augustin  
T: +49 30 247 207-15, F: -17  
info@immobilienunion.de  
www.immobiliunion.de  
(Construction to begin in August 2008)



### Modecenter Berlin

Management-Verwaltungs GmbH  
Mariendorfer Damm 1–3, 12099 Berlin

#### Contact

Cornelia Grahl  
T: +49 30 70095-166, F: -501  
c.grahl@modecenter-berlin.de  
www.modecenter-berlin.de

#### Fashion Labels

Airfield, Anotherwoman, Ana Sousa, Apriori, Betty Barclay, Blacky Dress, Burlington, Cambio, Dyrberg/Kern



### Wallcity

Wallstrasse 16, 10179 Berlin

#### Contact

Gebr. John von Freyend GBR  
T: +49 172 9564163  
berlin@jvfgbr.de  
www.wallcity-showrooms.de

#### Fashion Labels

Moschino Uomo, Brooks Brothers, Stone Island, C.P. Company, Antik Batik, Plein Sud, Sam Edelman, Superga



### Zunft[quartier] in the Malzfabrik

Alte Schultheiss Mälzerei  
Bessemer Strasse 2–14, 12103 Berlin

#### Contact

Die Zunft AG, Martin Rossi  
+49 6322 9897-94, F: -96  
berlin@zunftnetz.org  
www.zunftviertel.de

#### Fashion Labels

SlowWear, SlowRetail, Zunft[werk], LOHAS-Fashion

- Seven fashion and design networks
- Two fashion and textile associations
- High-profile trend magazines in Berlin



The berlinerklamotten shop at Hackesche Höfe

#### Lennart Jondral, Birgit Kaulfuss and Eike Wendland

Founders and Managing Directors of berlinerklamotten

[www.berlinerklamotten.de](http://www.berlinerklamotten.de) ..... [www.berlinfashionnetwork.com](http://www.berlinfashionnetwork.com)

»With over 140 fashion labels, berlinerklamotten is now the largest showcase for Berlin fashion design in the capital. After creating four Pop-up Stores in the past four years, we also work on behalf of fashion designers to sell their collections – including high- and street fashion and accessories – in our 330 square meters berlinerklamotten shop and showroom at Hackescher Markt. We're also very much involved in the truly Berlin interplay of different disciplines, and we've launched the ›Berlin Fashion Network.« We continue to organize fashion shows, photo shoots, stylings, label development, after-show events, and parties.«



**Networks** berlinerklamotten [www.berlinerklamotten.de](http://www.berlinerklamotten.de) ..... Berlinomat [www.berlinomat.com](http://www.berlinomat.com) ..... Create Berlin [www.create-berlin.de](http://www.create-berlin.de) ..... Designszene Berlin [www.designszeneberlin.de](http://www.designszeneberlin.de) ..... Berlinedesign.net [www.berlinedesign.net](http://www.berlinedesign.net) ..... Modesearch [www.modesearch.de](http://www.modesearch.de) ..... Designpool.Berlin [www.designpool-berlin.de](http://www.designpool-berlin.de)  
Berlin-Brandenburg Association of the Textile and Clothing Industry [Bkitex.berlin@berlin.de](mailto:Bkitex.berlin@berlin.de) ..... Associations Confederation of the German Textile and Fashion Industry [www.textil-online.de](http://www.textil-online.de) International Design Center [www.idz.de](http://www.idz.de)



#### Create Berlin

»create berlin« is one of the most effective networks in the Berlin design community. It represents designers, agencies, and institutes from all design segments including fashion-, product-, industrial-, corporate-, graphic-, and new media design. It presents and promotes the multi-faceted nature of the Berlin design scene both at home and abroad. Whether in Tokyo, New York, Milan, Paris, Shanghai, or London, »create berlin« has already been very successful in shining the spotlight on Berlin's creative talent by means of exceptional events and shows.

**Jörg Wichmann** Founder and Managing Director of berlinomat [www.berlinomat.com](http://www.berlinomat.com)



»We've expanded our store on Frankfurter Allee 89 to include 480 square meters and a café/lounge. We now represent 180 Berlin designers from the fields of fashion, furniture, jewelry, and product design. Our ›Youngstars‹ features the cream of the crop of graduating students at Berlin's fashion schools. Our selection is in high demand both nationally and internationally. We cooperate with buyers from all over the world for shop-in-shop space. For the past several years, we've had a permanent space at the Galeries Lafayette Berlin under the name ›berlinomat selection.‹ We also recently brought together products created by Berlin designers for display and purchase at the museum shop at the MoMA in New York.«

**Industry magazines with correspondents in Berlin** Sportswear International [www.sportswearnet.com](http://www.sportswearnet.com) ..... Textilwirtschaft [www.twnetwork.de](http://www.twnetwork.de) ..... WeAR Germany [www.wear-magazine.com](http://www.wear-magazine.com) .... **Trend Magazines** 032c [www.032c.de](http://www.032c.de) ..... bbbulletin [www.bbbulletin.com](http://www.bbbulletin.com) ..... bang bang Berlin [www.bangbangberlin.com](http://www.bangbangberlin.com) de:bug [www.de-bug.de](http://www.de-bug.de) ..... Kodex – the fashion guide [www.kodexonline.com](http://www.kodexonline.com) ..... Liebling [www.liebling-zeitung.com](http://www.liebling-zeitung.com) ..... monopol [www.monopol-magazin.com](http://www.monopol-magazin.com) Qvest [www.qvest.de](http://www.qvest.de) ..... sleek magazine [www.sleekmag.com](http://www.sleekmag.com) ..... Vanity Fair [www.vanityfair.de](http://www.vanityfair.de) ..... VICE [www.viceland.com/germany](http://www.viceland.com/germany) ..... Zoo [www.zoomagazin.de](http://www.zoomagazin.de)  
**Fashion Blogs and InternetTV** Modekultur.info [www.modekultur.info](http://www.modekultur.info) ..... Modabot [www.modabot.de](http://www.modabot.de) ..... Styleserver [www.styleserver.de](http://www.styleserver.de) [www.stilinberlin.blogspot.com](http://www.stilinberlin.blogspot.com) ..... [www.berlinista.com](http://www.berlinista.com) ..... [www.watchBerlin.de](http://www.watchBerlin.de) ..... [www.berlinfashion.tv](http://www.berlinfashion.tv)

### Contact made easy

Personal contacts are one of the most important currencies in the fashion industry. In Berlin, industry connections are fostered via several branch initiatives and design networks specializing in fashion. The berlinerklamotten platform is a purely fashion-oriented network, while berlinomat specializes in the interplay of various design fields. Both networks also represent Berlin on an international level. The

fashion industry enjoys access to professionals from the fields of communications, event management, packaging, and product design at the International Design Center (IDZ) and the approximately 1,640 Berlin companies featured in the »Design Scene Berlin« online database. The city is also home to the Confederation of the German Textile and Fashion Industry as well as the Berlin-Brandenburg Association of the Textile and Clothing Industry.

### Trendzines and fashion mags

Fashion magazines and trendzines published in Berlin function as increasingly important players in the fashion industry. Fashion blogs report daily on new Berlin styles, while Fashion TV broadcasts directly from runway shows all

over the world. Editors pay special attention to the fashion scene in the German capital, and they also judge collections as part of their work on juries and at award ceremonies. They regularly report in special sections about the young fashion scene.

Berlinomat on Frankfurter Allee





Galeries Lafayette on Friedrichstrasse

#### Attractive financial support

The fashion industry is one of the major focuses of Berlin's economic policy, and the state offers funding opportunities along the entire value chain. Founders and young companies receive loans at low interest rates and, in individual cases, the state of Berlin is also able to help with secure loan guarantees from the Bürgerschaftsbank Berlin-Brandenburg. Company presentations and fair appearances at home

and abroad are eligible for financial support via the »Opening New Markets« program from the Berlin State Investment Bank (IBB). As part of the »Improvement of the Regional Infrastructure« (GA) program, up to 35 percent of investments are supported. Fashion labels, overseers, and garment producers are among the business segments eligible for support as part of this program.

#### New financing instruments

Together with the Berlin State Investment Bank (IBB), the Berlin Senate Department for Economics, Technology, and Women's Issues has created innovative financing instruments designed to encourage Berlin's creative industries. Launched in 2008, the »VC Fonds Kreativwirtschaft Berlin« has an initial sum of 30 million euro at its disposal. Growth-oriented creative companies have additional access to

venture capital funds. The »KMU-Fonds« offers small-credit loans of up to 10,000 euro at short notice. At the new »Kreativ Coaching Center« (KCC), creative companies receive advice and answers to all business-related questions, including those about optimizing business plans, controlling, and financing.

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

[www.tcc-berlin.de/index.php?coaching\\_kreativwirtschaft](http://www.tcc-berlin.de/index.php?coaching_kreativwirtschaft)

**Your contacts in Berlin:****Berlin Partner GmbH**

Berlin Partner is the chief contact agency for companies interested in setting up a business in the capital. Experts are available to answer questions regarding financing, support, location selection, personnel, and networking, and their services are provided free of charge. The company supports Berlin-based businesses in all matters relating to foreign trade and promotes Berlin on a national and international scale. At the BUSINESS LOCATION CENTER (BLC), Berlin Partner provides a centralized online database of all economic data related to Berlin. The BUSINESS WELCOME PACKAGE (BWP) allows companies to test Berlin for three months at a reasonable price.

[www.berlin-partner.de](http://www.berlin-partner.de)

[www.businesslocationcenter.de/mode](http://www.businesslocationcenter.de/mode)

[www.berlin-partner.de/bwp](http://www.berlin-partner.de/bwp)

**Contact: Sven Harpering**

Business Development  
Senior Manager Media, ICT & Creative Industries  
[sven.harpering@berlin-partner.de](mailto:sven.harpering@berlin-partner.de)  
T: +49 30 39980 -242, F: +49 30 39980 -239

**Project Future (Projekt Zukunft)  
State Initiative**

Projekt Zukunft is designed to encourage Berlin's structural transformation into a more information-based and science-oriented society. This state initiative is responsible for creating new location strategies and new support programs, for initiating new networks, and for co-financing infrastructure projects in the fashion industry. Projekt Zukunft is the first contact for all Berlin-based companies. As a liaison between business, science, and politics, Projekt Zukunft works to improve the general conditions for fashion as a vital growth industry.

[www.projektzukunft.berlin.de](http://www.projektzukunft.berlin.de)

[www.creative-city-berlin.de](http://www.creative-city-berlin.de)

[www.fashion-week-berlin.de](http://www.fashion-week-berlin.de)

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

**Contact: Tanja Mühlhans**

Senate Department for Economics,  
Technology and Women's Issues  
Coordinator Creative Industries Initiative  
Film, Media, Fashion, Design  
[Tanja.Muehlhans@senwtf.verwalt-berlin.de](mailto:Tanja.Muehlhans@senwtf.verwalt-berlin.de),  
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