

TEXTINATION NEWSLINE

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## IMG UNVEILS THE SHOP AT MERCEDES-BENZ FASHION WEEK BERLIN

Consumer-facing retail activation invites the public to experience new designers

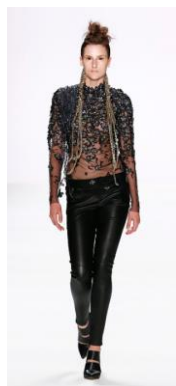
Mercedes-Benz FashionWeek  
BERLIN

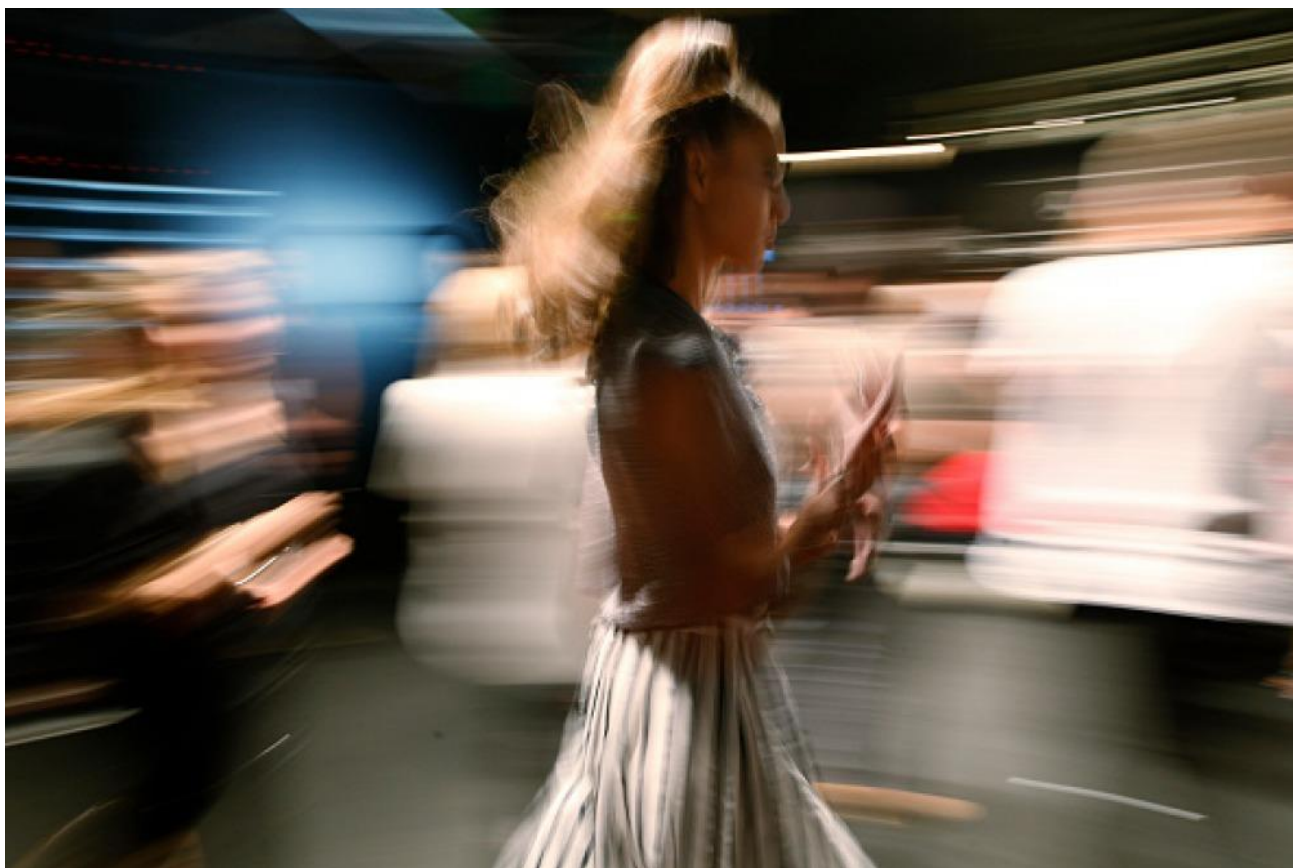
**IMG announced the introduction of its consumer-facing retail concept THE SHOP at Mercedes-Benz Fashion Week Berlin. THE SHOP launched at IMG's MADE LA event and has expanded via New York Fashion Week and other markets. THE SHOP will be open to the public January 17-20, 2017 and feature in season designer collections that are available for purchase immediately.**

"As IMG continues to evolve Mercedes-Benz Fashion Week Berlin, we saw an opportunity to extend THE SHOP concept in this market to support the strong local talent looking for unique ways to reach their fans," said Catherine Bennett, SVP and Managing Director, IMG Fashion Events and Properties. "Now more than ever, designers and partners need a multi-platform offering that allows them to interact with both the industry and the consumer in a fresh way. We are excited that with THE SHOP we introduced a concept to address that need."

THE SHOP at Mercedes-Benz Fashion Week Berlin is located at Kaufhaus Jandorf, Brunnenstr. 19-21, 10119 Berlin and will offer exclusive designer apparel, jewellery and accessories.

Collections available at THE SHOP include: AT-ELIER ABOUT, BARRE NOIRE, HIEN LE, HOLY GHOST, IVANMAN, JULIA SEEMANN, MALAIKARAISS, MICHAEL SONTAG, PERRET SCHAAD, PHILOMENA ZANETTI, RIANI, STEIN-ROHNER, STRENESSE, VEKTOR and VLADIMIR KARALEEV.





THE SHOP opening hours:

**Tuesday, January 17, 2017**

9 AM to 8 PM

Designers: Hien Le, HolyGhost, Michael Sontag, Perret Schaad, Riani, Steinrohner, Strenesse

**Wednesday, January 18, 2017**

9 AM to 8 PM

Designers: Ivanman, Julia Seemann, Malaikarais, Michael Sontag, Perret Schaad, Philomena Zanetti, Steinrohner, Strenesse

**Thursday, January 19, 2017**

9 AM to 8 PM

Designers: Barre Noire, Ivanman, Michael Sontag, Perret Schaad, Steinrohner, Strenesse, Vladimir Karaleev



**Friday, January 20, 2017**

9 AM to 7 PM

Designers: Atelier About, Ivanman, Michael Sontag, Perret Schaad, Steinrohner, Strenesse, Vektor

Mercedes-Benz Fashion Week Berlin is made possible with the generous support of title sponsor Mercedes-Benz as well as official sponsors Etihad Airways, Fashion ID, Maybelline New York and Hotel Waldorf Astoria Berlin. The event will continue to be endorsed by the Senate Department for Economics, Energy and Public Enterprises, Berlin.

*Textination*