

THE BERLIN FASHION WEEK: 01 – 06 JULY 2019



After just a few seasons (since the founding of MBFW), Berlin has established itself as one of the top 5 fashion sites worldwide with up to 70,000 visitors, more than 30 fashion shows during the Fashion Week as well as numerous trade shows, events and showrooms.

In 2018, around 200,000 people came to visit the Fashion Week, further fueling the city's economy with up to 120 million euros. The broad range of Berlin's fashion sector offers everything. from high-end couture and tailoring to eco-fashion and streetwear, from single pieces to collections. Green Fashion and Upcycling are becoming increasingly important; more and more fashion labels in Berlin concern themselves with production according to ecological standards. Neonyt as well as other major trade shows are showcasing numerous brands of the Eco-Portfolio.



Monday 1.7.2019 – Wednesday 3.7.2019
 LOCATION ewerk Berlin
 Wilhelmstraße 43
 10117 Berlin
 CONTACT buero@mbfw.berlin
 WEB www.mbfw.berlin

MBFW

In July 2019, MBFW will showcase its fashion-focused, approachable concept according to the new claim „Follow MBFW – Focus Fashion“. Within the modern and digital format that successfully launched in 2018, Mercedes-Benz and creative agency NOWA-

DAYS band together to further strongly promote Berlin as fashion location and offer an attention-drawing platform for upcoming designers as well as established fashion brands to present their collections twice a year. The collections for Spring/Summer 2020 will be presented at ewerk located in Wilhelmstraße, Berlin-Mitte. With its raw industrial look, the location offers excellent conditions to create an authentic atmosphere where high-end fashion is the centre of attention. Within the new

concept, MBFW focuses on remarkably staged presentations by a selected number of designer labels and brands in one location. Fashion interested end-consumers have the chance to watch all MBFW shows live at the forecourt of the venue or follow via digital channels like the website www.mbfw.berlin or on Instagram: @MBFW.berlin.

PREMIUM

Tuesday, 2.7.2019, 10am–7pm
 Wednesday, 3.7.2019, 10am–7pm
 Thursday, 4.7.2019, 10am–5pm
LOCATION STATION-Berlin
 Luckenwalder Strasse 4–6
 10963 Berlin
CONTACT PREMIUM Exhibitions GmbH
 +49 (0) 3062 908 50
 info@premiumexhibitions.com
WEB www.premiumexhibitions.com
 www.facebook.com/PREMIUMBERLIN
 www.instagram.com/PREMIUMBERLIN
 www.twitter.com/PREMIUMBERLIN

PREMIUM INTERNATIONAL BUSINESS PLATFORM FOR ADVANCED CONTEMPORARY FASHION

Begun in January 2019, the focus this season continues to be on the restructuring of the halls. The goal is to amalgamate the theme areas more precisely and make it easier for visitors to gain an overview, as well as to inspire them and appeal

to their emotions. The exhibitors will present key looks rather than huge collections. On top of this we see the recurrence of a trusty PREMIUM theme: sustainability. As a result of this, there will be no plastic in the catering areas; a strong focus on rubbish sorting; and specific promotion of eco-brands.

International business platform for advanced contemporary fashion.

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

PANORAMA BERLIN

PANORAMA EXPEDITION

PANORAMA BERLIN is the groundbreaking meeting point for decision makers in the fashion and lifestyle business. Since its premiere in January 2013, it has become one of the most relevant European fashion platforms and, as the leading



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LOCATION PANORAMA BERLIN
 ExpoCenter City
 Eingang Süd/Jaffestraße
 14055 Berlin
CONTACT PANORAMA Fashion Fair Berlin GmbH
 +49 (0) 3027 595 604 0
 office@panorama-berlin.com
WEB www.panorama-berlin.com
 www.facebook.com/panoramafashionfairberlin
 www.instagram.com/panoramafashionfair

trade fair for Berlin Fashion Week, represents a comprehensive overview of national and international women & menswear.

Twice a year, together with the Tradeshow for Quality Garments SELVEDGE RUN & ZEITGEIST and the sustainable fashion show XOOM, PANORAMA BERLIN is an "all-in-one event" for international brands, which are divided into various sectors: smart formalwear, casual and sportswear, contemporary styles, denim, heritage and streetwear, accessories and shoes as well as sustainable fashion and lifestyle products.

Following the realignment in January 2019, PANORAMA BERLIN will be taking place from 2 to 4 July 2019 under the motto "BERLIN VIBES" and will focus on the topics of infotainment, eventisa-

tion and matchmaking. The concentration continues to target brands with relevance and clear messages. More sophisticated presentations, trend capsules and limited editions, which can only be found in Berlin, stage fashion in an exciting lifestyle context. From furniture to beauty products: In new, central concept store areas in halls 1 to 4, brands and products are presented in a new exciting relationship, providing a wealth of inspiration in terms of presentation and composition. Under the motto "Knowledge to go", PANORAMA BERLIN will be presenting a wide-ranging lecture program with leading keynote speakers in the Retail Solutions Hall on a wide range of future topics relating to international trends in retail, marketing, e-commerce and digitization.

FASHION TRADE EVENT
SHOW & ORDER

Tuesday, 2.7.2019, 10am–7pm
 Wednesday, 3.7.2019, 10am–7pm
 Thursday, 4.7.2019, 10am–5pm
 LOCATION Kühlhaus
 Etage 1–5
 Luckenwalder Strasse 3
 10963 Berlin
 WEB www.showandorder.de
www.facebook.com/ShowandOrder

**SHOW & ORDER X PREMIUM
 TRADE SHOW FOR FASHION,
 LIFESTYLE & EXPERIENCE**

Thanks to the special department store concept, SHOW&ORDER X PREMIUM is different to other trade shows. Buyers gain inspiration and stories not only from the family atmosphere, but also from the spacious Experience Floor.

In addition, the Beauty Lounge will be there again: the place to go to enjoy a quick freshen-up during the hustle and bustle of Fashion Week. It's not just the KÜHLHAUS itself that has lots to offer again in July 2019 – the Outside Area, too, will be equipped for hot summer days with a beach lounge, bar and mouth-watering catering. Trade show for fashion, lifestyle & experience Over six partly open, gallery-like floors around 200 fashion brands will be exhibiting alongside beauty products, interior and design pieces, stationery, books, art, music, fragrances and magazines, as well as innovative food concepts, located in various experience spaces on the different floors of the KÜHLHAUS. The building is situated on the STATION-Berlin premises very close by to PREMIUM.

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

Thursday, 4.7.2019, 10am–6.30pm
 LOCATION Festsaal Kreuzberg
 Am Flutgraben 2
 12435 Berlin
 CONTACT Michael Stracke
hello@fashiontech.berlin
 WEB www.fashiontech.berlin
www.facebook.com/FashionTechBerlinConference
www.instagram.com/Fashiontech_berlin/
www.twitter.com/fashiontechber



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

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

looking into the latest trends that shape our lives.

TOPICS OF OUR TIME IN THE ERA OF DIGITALISATION

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

Wednesday, 3.7.2019, 10am–6pm

Thursday, 4.7.2019, 10am–6pm

LOCATION Kraftwerk Berlin
Upper level
Köpenicker Straße 70
10179 Berlin

CONTACT Falco Fuchs
Messe Frankfurt Exhibition GmbH
+49 6975 755 938
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WEB www.fashionsustain.com
www.facebook.com/FashionSustain
www.instagram.com/fashionsustain.berlin

FASHION SUSTAIN BERLIN

FASHIONSUSTAIN BERLIN

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

The up-coming edition of Fashionsustain will be dedicated to the subject of water – from microplastics to water stewardship. Highprofile speakers from innovative companies will be presenting visionary approaches to help preserve this vital resource. In addition, the summer edition of Fashionsustain focuses on retail. This involves margins, assortments, collections, POS solutions and the communication of sustainability issues.

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

SEEK – A COMMON GROUND FOR INDIVIDUALS IN FASHION

The concept of the Trade Union, which was developed by SEEK Director Maren Wiebus and her team, will continue and will be polished from time to time.

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Thursday, 4.7.2019, 9am–5pm

LOCATION ARENA Berlin
Eichenstrasse 4
12435 Berlin

CONTACT info@seekexhibitions.com

WEB www.seekexhibitions.com
www.facebook.com/seekberlin

SEEK

The bringing together of pioneers and industry visionaries will continue to have its dedicated space for promoting discussion, inspiration and food for thought. SEEK goes charity again! After the overwhelming success of the first initiative with One Warm Winter in January, SEEK and the Berlinbased NGO are planning to collect sneakers for the homeless this summer in front of the location during the show, but also before and after by collaborating partner stores. The project is supported by Sneaker Freaker.

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

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



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 ExpoCenter City
 South Entrance/Jafféstrasse
 14055 Berlin
 CONTACT info@servedgerun.com
 +49 (0) 3027 595 604 0
 WEB www.servedgerun.com
 www.facebook.com/servedgerun
 www.instagram.com/servedgerun
 www.vimeo.com/servedgerun

SELVEDGE RUN & ZEITGEIST
 The show will be all about quality and trust.

After the successful merger with Panorama Berlin, the architectural-ly impressive hall at the south entrance of the Berlin Expo Center is the new home of Selvedge Run & Zeitgeist. As an integrated part of Panorama Berlin, the tradeshow

for quality garments and crafted goods presents a unique exhibitor mix of the latest streetwear topics, which are highly relevant for the market, such as: denim, craft, current and outdoor. The brand list of Selvedge Run & Zeitgeist includes international iconic and heritage brands and distinctive products, some of which can only be seen in Europe exclusively in Berlin.

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

NEONYT – GLOBAL HUB FOR FASHION, SUSTAINABILITY AND INNOVATION



Tuesday, 2.7.2019, 9am–6pm
 Wednesday, 3.7.2019, 9am–6pm
 Thursday, 4.7.2019, 9am–5pm
 LOCATION Kraftwerk Berlin
 Köpenicker Straße 70
 10179 Berlin
 WEB www.neonyt.com
 www.facebook.com/Neonytberlin
 www.instagram.com/neonyt.berlin

Changing fashion together. Through collaboration, communication and entrepreneurship. That is the vision of Neonyt, the

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

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

Source: Berlin Fashion Week