



Fashion Capital Berlin
Designers. Events. Networks.

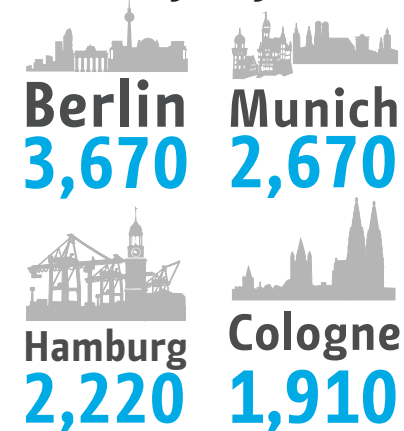
Contents

Fashion capital Berlin Facts and figures	03
That certain something Fashion in Berlin	04-05
Fashion capital Berlin Locations, shopping, fashion schools, trade shows ...	06-07
The tip of the iceberg An overview of Berlin's fashion diversity	08-10
Fashion's next wave Faces to remember	11-13
In focus Eyewear design	14
Hats off! Berlin milliners international	14
Berlin's green future The capital of sustainability	15
Showtime! Fashion shows and events	16-17
Fashion meets Internet The capital for start-ups	18
Fashion and industry Suppliers and service	19
Spreading the word Fashion and communication	20
The style report Print, blogs, etc.	21
Carreers, tailor-made Fashion schools	22
And the winner is ... Competitions	23
Strength in numbers Networks and collectives	24-25
A boost for creativity Funding and support for designers	26
Contacts	27

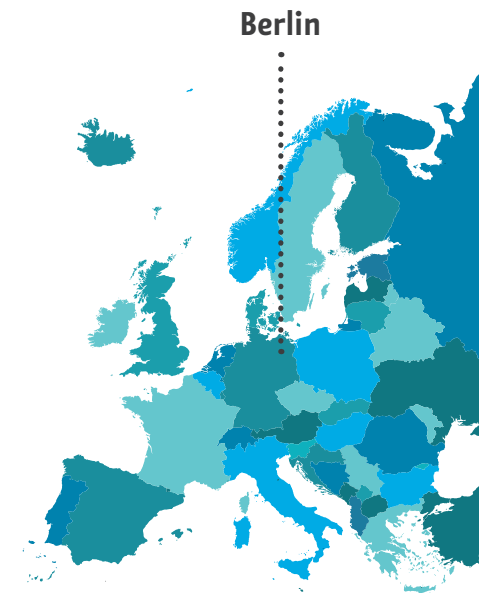
Facts and figures

Fashion capital Berlin

Fashion businesses by city



1 in 6
businesses
in Berlin
is part of the
creative sector



Berlin's fashion industry turnover in 2010
> 2 billion € ► **10% of the city's cultural industry**

Fashion Week visitors

50,000 **250,000**
in July 2007 in July 2012
www.fashion-week-berlin.com

240 events
during Berlin Fashion Week in July 2012

100 runway shows
during Fashion Week in January 2012

Tourism growth

Visitors in 1993 – **2,985,100**
 Visitors in 2000 – **5,006,200**
 Visitors in 2011 – **9,866,100**



10
Fashion schools in Berlin

> 1,000
students

start a fashion-related course at one of Berlin's fashion schools each year



600 – 800
fashion designers work in Berlin

18,500
people work in the fashion industry

All stats are approximations

Welcome to the fashion capital

That certain something

Berlin is the place to be for fashion labels. The German capital has been known as a creative hub ever since the fall of the Berlin Wall in 1989, but since the year 2000, it has also gained a reputation as a leader in fashion. Berlin is a city in which designers can make international names for themselves, and from which artistic and commercially successful labels can conquer the fashion world. This trend has exceeded the expectations of both fashion experts and local designers.



More and more German and international labels are moving to Berlin. Twice a year, during the rapidly expanding Berlin Fashion Week, they have the opportunity to present their work and network with the global fashion scene, its buyers and the media.

Concurrently, an entire sector of the fashion industry is being formed, offering its services and materials, as well as its support, to Berlin's increasingly professional labels and their international clientele. The city's fashion scene is booming, marking Berlin's ascent from a dynamic metropolis to a global fashion hot spot. A number of contributing factors safeguard its sustained development:

BERLIN, A PLACE FOR INVESTMENT

Berlin is increasingly referred to as the new Silicon Valley. The German capital's creative edge is thriving, with investors from all over the world eager to uncover its ideas, networks and creative minds. Berlin's government actively promotes this development. Each year, approximately 75 million euros in subsidies are invested in enterprises and projects in sectors such as information and communication technology, media and the creative industries.



BIKINI BERLIN

BERLIN HAS SOMETHING FOR EVERYONE

After the rapid development over the past decade in Berlin's fashion scene, the city has become home to more than sartorial 'diamonds in the rough' – it also boasts internationally successful labels which offer fashion to suit every style. Avant-garde upstarts are complemented by innovative online and e-commerce fashion businesses. The diversity of the scene creates constant innovation and a treasure of networked know-how.

BERLIN TRAINS THE NEXT GENERATION

The city's ten fashion schools have committed themselves to the task of training young talented students to become outstanding fashion designers. From Berlin, many young designers pour out into the world, while others stay to display their talent at local labels or the international fashion enterprises that are increasingly relocating to the city.



Bread & Butter | The Rock Highlights | F. Taffelt

BERLIN IS INTERNATIONAL

Visitors from foreign countries account for almost half of the total number of guests to the city, approximately 40 %. Some stay for a few nights or weeks, others for months or even years. Around 15 % of the city's population – some 500,000 people – come from 195 other nations. The city's standard of living, coupled with appealing cultural and leisure activities, stimulates interaction between residents and visitors and creates the opportunity for many of the city's fans to realize their creative ideas in Berlin. This makes Berlin an incubator for ideas.

The city's fashion scene is booming, marking Berlin's ascent from a dynamic metropolis to a global fashion hot spot.

BERLIN DRAWS A CROWD

Berlin has become the third most popular tourist city in Europe. In 1993 three million visitors came to the capital, which was just recovering from the effects of the fall of the wall in 1989. In 2011 the number of Berlin-visitors more than tripled at nearly 10 million. The ten million mark was topped before the end of 2012, and even more tourists are expected in the future.



MD.H | Catwalk 2011

BERLIN IS LIVABLE

The city's cultural offerings are above and beyond those of any other German city. More than 170 museums, around 400 art galleries, dozens of theaters and hundreds of cultural events each year ensure that Berlin's creative minds are supplied with fresh inspiration around the clock. Similarly, parks and recreational areas beckon residents to relax and experience Berlin: 15 % of the city's area is green. Additionally, the city's living space is more affordable than in any other western European capital.

BERLIN IS CREATIVE

According to official statistics, 33,000 artists call Berlin home. Every tenth working Berliner makes a living in the creative industries.



Achtland | SS 2013



THOMAS BENTZ

Co-Director/Fashion Designer
Achtland

"Berlin is big but still gives us the opportunity to breathe freely; having a studio of your own is possible and much earlier than it is in cities like London or New York! We've also seen that the diversity of Berlin's creative impulses generates a lot of curiosity internationally pertaining to anything about 'Berlin.' People abroad are increasingly interested in anything that comes from Berlin, while the Berliners themselves are curious about everything new."

Locations, shopping, fashion schools, trade shows

Fashion capital Berlin

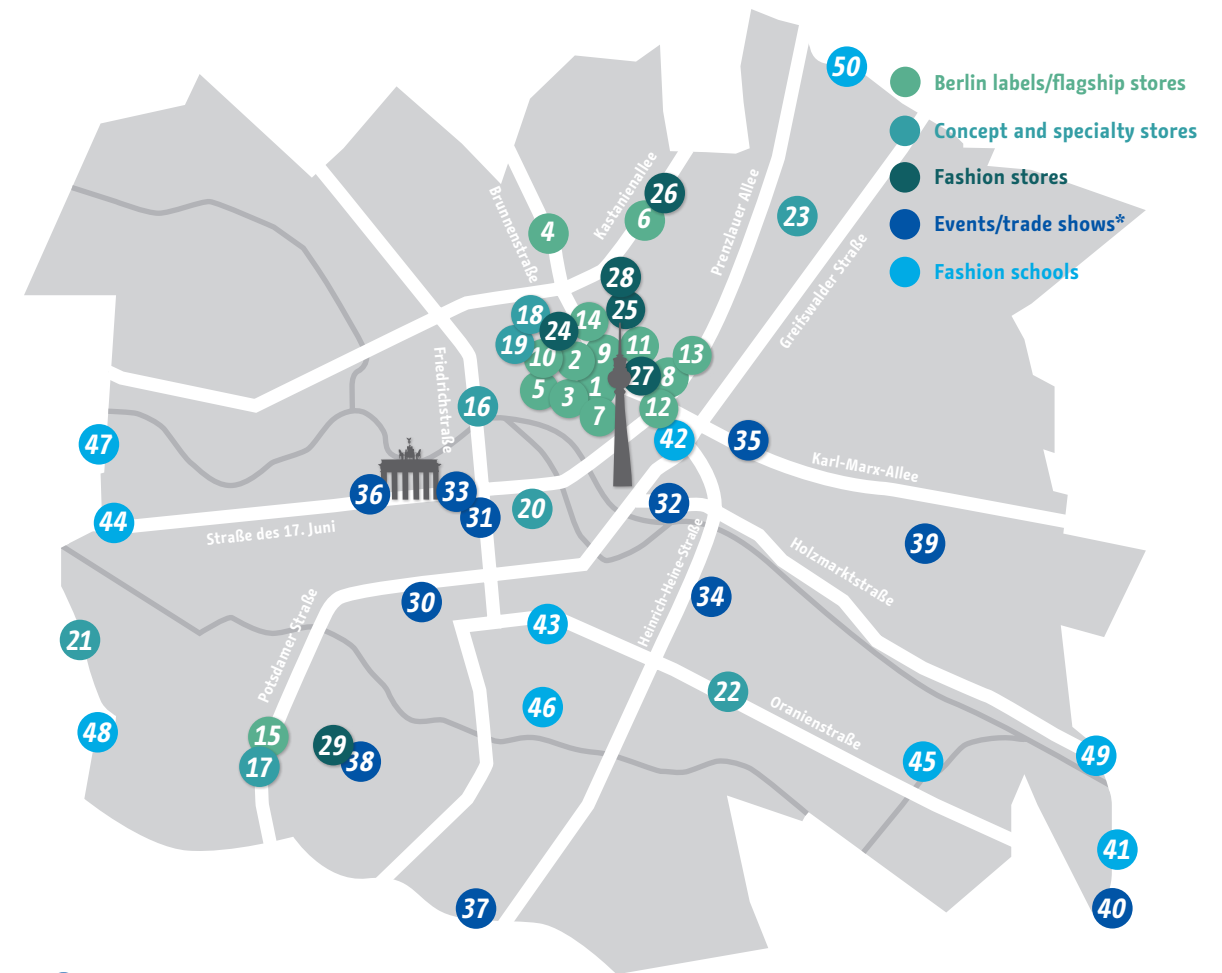
- 1 A7**
Almstadtstr. 7, Mitte
- 2 Trippen**
Rosenthaler Str. 40-41, Mitte
- 3 Don't Shoot the Messengers - DSTM**
Rückerstr. 10, Mitte
- 4 Antonia Goy**
Brunnenstr. 5, Mitte
- 5 Butterflysoulfire**
Mulackstr. 11, Mitte
- 6 C Neon**
Kastanienallee 55, Mitte
- 7 Rike Feurstein**
Rosa-Luxemburg-Str. 28, Mitte
- 8 Esther Perbandt**
Almstadtstr. 3, Mitte
- 9 Kavier Gauche**
Linienstr. 44, Mitte
- 10 Lala Berlin Store**
Mulackstr. 7, Mitte
One of the city's most successful labels, famous for its cashmere creations
- 11 Q by Umasan**
Linienstr. 40, Mitte
- 12 Mykita Store**
Rosa-Luxemburg-Str. 6, Mitte
Flagship store of the internationally renowned eyewear label
- 13 ic! Berlin Eyewear**
Max-Beer-Str. 17, Mitte
- 14 Thone Negrón**
Schröderstr. 13, Mitte
Berlin designer Ettina Berrios-Negrón's label
- 15 Fiona Bennett Salon**
Potsdamer Str. 81, Tiergarten
- 16 Departmentstore Quartier 206**
Friedrichstr. 71, Mitte
- 17 Murkudis**
Potsdamer Str. 81, Mitte
Concept store on 1,000 square meters
- 18 Happy Shop**
Torstr. 67, Mitte
- 19 Upcycling Fashion**
Linienstr. 77, Mitte
- 20 The Corner East**
Französische Str. 40, Mitte
- 21 The Corner West**
Wielandstr. 29, Charlottenburg
- 22 Voo Store**
Oranienstr. 24, Kreuzberg
- 23 Wertvoll**
Marienburger Str. 39, Prenzlauer Berg
Berlin's first specialized sustainable fashion store
- 24 Konk**
Kleine Hamburger Str. 15, Mitte
A reliable address for fashion discoveries for a decade
- 25 Soto**
Torstr. 72, Mitte
A haven for mens clothing
- 26 CHKA**
Kastanienallee 47, Mitte
- 27 Le Coup Shoes**
Steinstr. 16, Mitte
- 28 Adrett**
Weinbergsweg 23, Mitte
- 29 F95 Store**
Luckenwalder Str. 4-6, Kreuzberg
- 30 White Label Fair**
Potsdamer Platz 1, Mitte
- 31 Show & Order**
Heizkraftwerk Mitte, Köpenicker Str. 70, Mitte
- 32 Bright**
Am Krögel 2, Mitte
- 33 Green Showroom**
Hotel Adlon Kempinski
Unter den Linden 77, Mitte
- 34 Ethical Fashion Show**
e-werk, Wilhelmstr. 43, Mitte
- 35 The Gallery Berlin**
Café Moskau, Karl-Marx-Allee 34, Mitte
- 36 Mercedes-Benz Fashion Week Berlin**
At the Brandenburg Gate
- 37 Bread & Butter**
Former Tempelhof airport



JOSEF VOELK

Owner
The Corner

"Because of its history and its expansive size, Berlin is entitled to two shopping areas. They are fundamentally different, just like New York has Uptown and Downtown and Paris has the Rive Gauche and Rive Droite. In our stores in the western part of Berlin, we serve a predominantly local clientele, while our buyers in the east consist mostly of non-Berliners."



- Berlin labels/flagship stores
- Concept and specialty stores
- Fashion stores
- Events/trade shows*
- Fashion schools

- 38 Premium Exhibition**
Luckenwalder Str. 4-6, Kreuzberg
- 39 Capsule**
Straße der Pariser Kommune 8, Friedrichshain
- 40 Panorama**
ExpoCenter Airport
- 41 BEST-Sabel-Berufsfachschule für Design**
Lindenstr. 42, Köpenick
- 42 EBC Hochschule**
Alexanderplatz 1, Mitte
- 43 Oberstufenzentrum Bekleidung und Mode (OSZ), Standort 1**
Kochstr. 9, Mitte
- 44 Universität der Künste (UdK)**
Straße des 17. Juni 118, Charlottenburg
- 45 ESMOD**
Görlitzer Str. 51, Kreuzberg
- 46 Mediadesign Hochschule für Design und Informatik**
Lindenstr. 20-25, Kreuzberg
- 47 Akademie Mode und Design (AMD)**
Franklinstr. 10, Tiergarten
- 48 Berufsausbildungszentrum Lette-Verein**
Viktoria-Luise-Platz 6, Schöneberg
- 49 Hochschule für Technik und Wirtschaft (HTW)**
Wilhelminenhofstr. 75A, Oberschöneweide
- 50 Kunsthochschule Weißensee**
Bühningstr. 10, Weißensee



KARL-HEINZ MÜLLER

Founder and Director – Bread & Butter Berlin

"Berlin is more grown up, but the city hasn't lost any of its originality. The Mitte district is a good example: When we moved into our offices in Münzstraße in 2003, we were pioneers. Today, countless established brands have located their flagship stores here. They are joined by smaller original store concepts and this results in an interesting, unique entity."

*As of December 2012; events and their locations are in a state of flux.

UMASAN

The concept by sisters Anja and Sandra Umann is based on vegan fashion inspired by the laws of yoga. Their collections cast away all animal-based materials, including leather, wool and cashmere. Like many other Berlin-based designers, the Umann sisters not only took a leap by starting their own label, but also opened a small flagship store in the architecturally striking L40 building in Mitte.

www.umasen-world.com



PERRET SCHAAD

Hailed as one of the most promising young Germany labels, and celebrated by the press as “Jil Sander’s daughters”: Johanna Perret and Tutia Schaad. Indeed, their restrained style follows in the footsteps of Germany’s Grand Dame of minimalist fashion from the 1980s. Perret Schaad combines meticulous pattern construction with draping, which results in a style defined by both austere and casual. The two met at the Weißensee Academy of Art Berlin and and since launching their label in 2009, they have established an international reputation within a remarkably short time.

www.perretschaad.com



An overview of Berlin’s fashion diversity

The tip of the iceberg

Diversity is the most defining characteristic of Berlin's fashion scene. The broad spectrum ranges from traditionalists, who are committed to the art of tailoring, to designers devoted to the production of sustainable, wearable or out-of-the ordinary pieces. Thanks to the city’s increased popularity in recent years, many designers from other countries continue to relocate to the German capital to benefit from its creative flair. Here are some examples of the best, brightest and most diverse talent on the local scene.



GUIDO MARIA KRETSCHMER

This designer, born in Münster, Germany, forged his own path in the fashion business. He entered the fashion world at the hippie market on the Spanish island Ibiza, then studied fashion in Barcelona and embarked on a career in corporate fashion design. While he stayed in the background, his creations made their way around the globe in the shape of uniforms for Deutsche Telekom, the Hapag Lloyd airline and Kempinski Hotels. In 2004 he started his own fashion label, consisting of exclusive day and evening wear. He first presented at the Mercedes-Benz Fashion Week Berlin in 2009 and is also known for his work in costume and film design.

www.guidomariakretschmer.de

VLADIMIR KARALEEV



The label in Vladimir Karaleev’s clothes and a warning on the website alert potential customers that the frayed edges and worn look are not an accident, but an integral part of the aesthetic. What was once made popular by the Antwerp Six or Commes des Garçons – deconstruction as design feature – is also at the heart of Karaleev’s label. He concentrates on basic colors; shape and silhouette are distinctive features in his work. The Bulgarian-born and raised designer arrived in Berlin at age 19 to study at the HTW Berlin University of Applied Sciences. Karaleev entered into the fashion scene in 2006 and celebrated his initial success during the Mercedes-Benz Fashion Week Berlin, with low-budget fashion shows accompanied by violin music in gallery spaces as well as with catwalk shows in the official tent.

www.vladimirkaraleev.com



MICHAEL SONTAG

This designer owes his first international recognition to the famous fashion critic Suzy Menkes, who praised Michael Sontag’s catwalk presentation at Mercedes-Benz Fashion Week Berlin in 2009. The young designer further cemented his reputation as one of Berlin's most promising artists by participating in various fashion awards and by bringing his fashion to art-oriented exhibitions. Draping on the model is his preferred design approach, and his creations are often distinguished by a flowing silhouette that highlights the female shape. He refines his work through unusual cuts, asymmetrical lines and oversized proportions.

www.michaelsontag.com



IRIE DAILY

Irie Daily is a true pioneer. In 1994 four Kreuzberg-based friends joined forces to immortalize their passion for street wear, music culture and the city’s then-rough energy on printed T-Shirts and sweatshirts. Almost two decades later, the label has become an internationally successful brand.

www.riedaily.de



LEYLA PIEDAYESH

Designer – LaLa Berlin

“Berlin changes with every minute, absorbs everything and is propelled by its residents and their individuality. You can find innovation on every corner. This is very inspiring and leaves space for personal creative fulfillment. Berlin is open to everything new, which is why young designers set up camp here, but the success of LaLa Berlin illustrates that this isn’t only a city for niche products.”

FRANK LEDER

This designer's focus is rather unusual. While many of his Berlin fashion peers seek stimulation in distant countries, Frank Leder – born in 1974 and educated at the prestigious Central Saint Martins College of Art and Design in London – is devoted to German culture. To be more precise, he is inspired by traditional work uniforms worn by Germany's butchers, foresters and vagabonds. His fan base, however, is decidedly international. The Charlottenburg-based designer enjoys considerable popularity around the world, especially in Japan.

www.frank-leder.com



ANNA VON GRIESHEIM

Although Berlin's fashion scene is dominated by the new generation of fashion designers – most of whom started their careers in the late 2000s – some designers have successfully built up their labels over decades, thanks to convincing, wearable designs and a loyal, fashion-conscious clientele. One of these designers is Anna von Griesheim, who started her label in 1991. Her list of loyal fans includes many German celebrities, among them Chancellor Angela Merkel.

www.anna-von-griesheim.de

AUGUSTIN TEBOUL

German-French Duo Annelie Augustin and Odély Teboul met during their studies in Paris and decided to set out on their own in Berlin. They unite their differing experiences – they have worked with labels including Y-3 and Jean Paul Gaultier – to produce fashion that can be located somewhere between 'Ready-to-Wear' and 'Couture.' Materials and handcrafts are the cornerstones of their designs, which range from dramatic to playful to elegantly sexy; a look that is poetic with a pinch of Rock 'n Roll. The label's presentation is in line with its artistic and craft-driven aesthetic. During Fashion Week, the label does not hold runway shows but instead relies on theatrical performances. After winning the 2011 "Start your Fashion Business" award, Augustin Teboul has become known as one of Germany's most promising labels.

www.augustin-teboul.com



AUGUSTIN TEBOUL

Fashion Designers

"The fashion scene is still very young and needs some time to define itself and find its own personality. Berlin inspires with its freedom, its spirit and its creative environment."

Faces to remember

Fashion's next wave

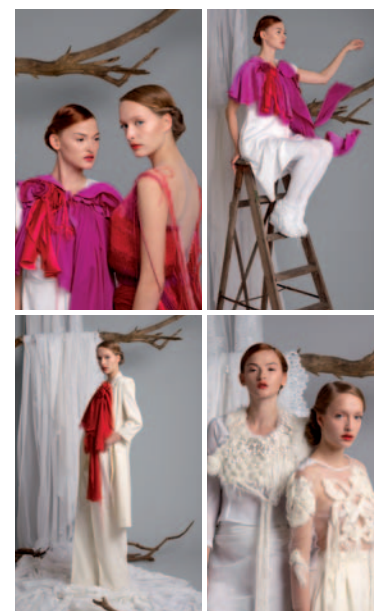
Every six months, new creations are presented at the Berlin Fashion Week, and behind these collections are the rising fashion makers who attract international media and buyer interest. A cross-section of the newcomers reveals that Berlin's young fashion labels are distinguished by their motivation to be different and their affinity to this dynamic city.

In alphabetical order:

BLAENK

Silke Geib studied fashion in Paris, while her business partner Nadine Möllenkamp trained in Antwerp. The duo learned from fashion houses including Viktor & Rolf before stepping out on their own in 2011 with the label Blaenk. The label's innovative concept relies on the combination of vintage elements with new, high-quality fabrics to create garments that are both luxurious and sustainable. This approach earned Geib and Möllenkamp, now split between Berlin and Amsterdam, the 2012 "Start your Fashion Business" award.

www.blaenk.net



ISSEVER BAHRI

Cimen Bahri and Derya Issever met early in their studies at the HTW Berlin University of Applied Sciences. Their friendship grew into a business partnership in 2011, when Issever Bahri's first collection garnered a great deal of attention and secured the Premium Young Designer's Award. In the following year, they continued their winning streak with second place in the "Start your Fashion Business" award. Every Issever Bahri collection is based on a different theme, but the label's accented pattern construction is its most outstanding characteristic. The creative engagement with materials – such as hand-knitted leather – has become a signature feature.

www.isseverbahri.com

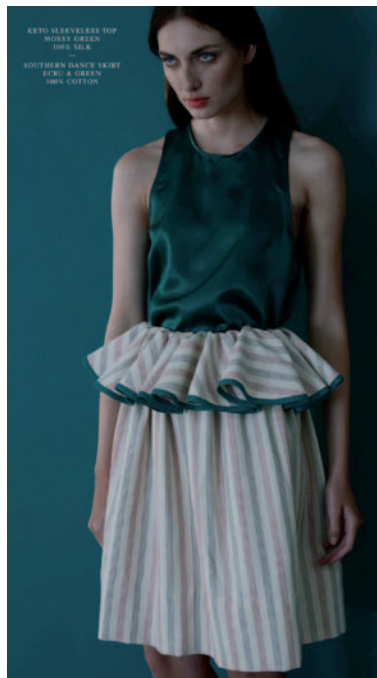


BLAME

Sarah Büren and Sonja Holzode gathered a wealth of experience before setting out on their own in 2010. Stopovers on their creative journey included the ateliers of Marc Jacobs, Hugo Boss and Michael Michalsky after they completed their studies at the Trier University of Applied Sciences. Since then, the duo has been creating fashion that stands out, thanks to the combination of different materials and patterns. Blame's fresh, feminine and positive look convinced the jury at the 2012 "Start your Fashion Business" award, where the two took second prize.

www.blame-fashion.com





THONE NEGRÓN

Ettina Berrios-Negrón was trained at the Lette-Verein fashion school and, in 2003, started the fashion boutique Konk, one of the city's best addresses for new local talent. In 2010 she started a new label, Thone Negrón, which produces eveningwear and couture for women with an emphasis on the feminine silhouette. In her work, the designer unites intelligent pattern making, classic colors and precious fabrics. Contrasting, yet harmonizing, color combinations are characteristics of the labels' style. Ettina Berrios-Negrón's childhood in West Berlin serves as an ironic and nostalgic source of inspiration. The designer operates a salon in Mitte and produces in Germany and Europe.

www.thonenegron.com



HIEN LE

Since graduating from the HTW Berlin University of Applied Sciences and starting his own label in 2011, this native Berliner has received a considerable amount of well-deserved attention. With his minimalist approach, Hien Le was selected as "Best Newcomer" by the trade journal Sportswear International and placed third in the "Start your Fashion Business" award.

www.hien-le.com



SISSI GOETZE

This Berlin- and London-educated designer has a straightforward guiding principle: "The simplest solution is the best." Her collections are produced under strict rules: each season, she finds a new direction for her designs and simultaneously connects them with previous work. In doing so, an entire collection can, for instance, be created under the self-imposed constraint to only use shirt fabric. Having specialized in menswear at London's prestigious Central St Martins College, the HTW Berlin University of Applied Sciences graduate focuses on clothes for men. The label was established in 2011, and she won the "Start your Fashion Business" award the following year.

www.sissigoetze.com



KILIAN KERNER

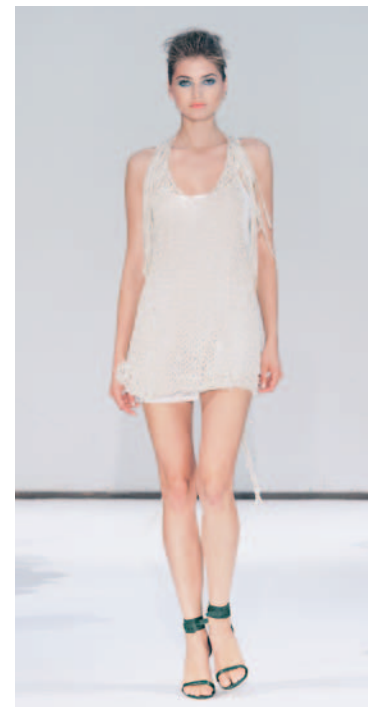
Designer

"Everything started here in Berlin: this is where I live and where Kilian Kerner happens. Berlin enriches my life; the local fashion scene is growing and has nothing to be ashamed of. What has happened in Berlin over the last few years is brilliant. The expectations of the shows – as well as the designers' professionalism – continues to grow."

MALAIKA RAISS

After training in Mannheim, Malaika Raiss became an assistant at a number of Berlin fashion labels. She represents the second generation of post-Berlin Wall designers - those who learned their craft within the city's successful fashion brands. Having founded her label in 2010, the designer produces inventive knitwear creations in straightforward cuts that result in cool, sexy clothing for fashion-oriented women.

www.malaikaraiss.com



DIETRICH EMTER

A fresh face on the Berlin fashion circuit, Dietrich Emter started his label in 2012 with his spring/summer collection. His striking, feminine creations in unusual colors and material combinations are propelling him towards building a successful label.

www.dietrichemter.com

MADS DINESEN

This Danish-born designer developed his signature style during his studies in fashion at Berlin's University of the Arts under Valeska Thomsen-Schmidt and Stephan Schneider. His graduate presentation in 2011 – a range of intricate black and white designs – was especially eye-catching. Since then, Mads Dinesen has consistently forged his own path between fashion, photography and art in Berlin.

www.madsdinesen.com



MALAIKA RAISS

Designer

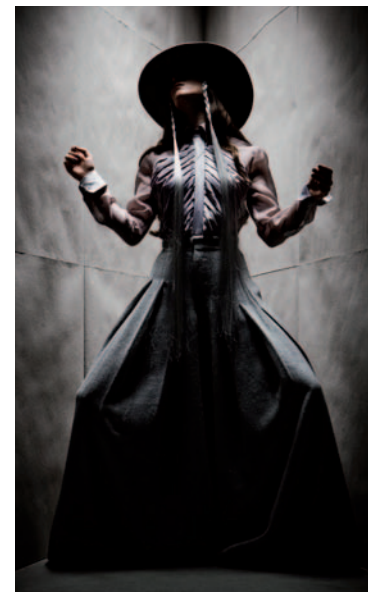
"I started my label here because Berlin is Germany's center for creativity, a melting pot of art, fashion, music etc. You are given an incredible amount of input. Apart from that, I wanted to continue the legacy of all the Berlin designers I worked for – who turned Berlin into what it is today – and make my own contribution."

MARTIN NIKLAS WIESER



This South Tyrol native started the journey towards his own label on the international stage, working for successful German designer Bernhard Willhelm in Paris, among others. In 2006 he found his base in Berlin and now combines distinctive materials with unusual patterns to create futuristic garments in an elegant, mostly monochromatic style.

www.martinniklaswieser.com



Eyewear design

In focus

Fans of good design will not need to search long for unique – in most cases even handmade – frames “Made in Berlin.” A closer study of Berlin’s many prolific eyewear labels puts these unusual success stories into focus.

icl berlin is essentially the pioneer of modern eyewear design in Berlin. Founded in 1999 by four product designers, the icl berlin idea was based on an aluminum frame, a now-patented hinge system and a good dose of humor. Today, the business produces over 200,000 sets of frames each year and sells them to an international fan base.

www.ic-berlin.de

Internationally renowned eyewear brand **Mykita** combines each step of its production process under one roof in Berlin. The label, founded in 2003, is a global company through and through, with its frames available in over 60 countries. Collaborations with avant-garde designers

like Bernhard Willhelm have firmly established Mykita in the fashion world, and the company has a distinct focus on innovation and unusual materials. www.mykita.com

The acetate frames by **Whiteout & Glare**, set up in 2005, are always created around a particular theme. For example, the frames from the “Hamptons” collection all carry the names of former native American villages within the vacation area popular with New York’s jet set. www.whiteout-glare.com

Kreuzberg-based label **Framers** has been focusing on traditional acetate – and, lately, titanium – frames built

by small manufacturers since 2006. Like many other labels, Framers has a connection to the big players on the Berlin eyewear market: Framers’ founder Matthias Busche previously worked with icl berlin.

www.framers.de

An architect and a strategist are two of the three founders of Berlin’s youngest eyewear label **Owl Optics**. The trio set out to produce elegant, high-quality models at a reasonable price.

www.owloptics.com

When Uta Geyer opened her first retail store selling vintage frames, she had no plans to produce eyewear of her own. However, when the demand for the high-quality eyewear of decades past started to exceed her supply in 2010, she created a small, hand-made collection, **Lunettes**, which has been steadily growing and gaining international popularity.

www.lunettes-kollektion.com

Berlin milliners international

Hats off!



FIONA BENNETT

Germany’s most renowned milliner enjoys an international reputation thanks to her elegant, eccentric and always unique hat and headaddress designs. She opened her new salon on Potsdamer Straße in 2012.

www.fionabennett.com

RIKE FEURSTEIN

Rike Feurstein’s modern creations are elaborately hand-crafted in her Berlin studio and sell at luxury havens such as Barney’s in New York, as well as at her salon in Mitte.

www.rikefeurstein.com



Links BAGS, ACCESSORIES AND SHOES

Anke Runge / Penthesilea

www.ankerunge-taschen.de

Adrian Bleschke www.adrianbleschke.com

Bagjack www.backjag.com

Celia Czerlinski www.celiaczerlinski.com

Gretchen www.mygretchen.com

Hecking Handermann

www.heckinghandermann.com

Lapaporter www.lapaporter.de

Liebeskind Berlin www.liebeskind-berlin.com

Milk Berlin www.milkberlin.com

Michael Sans www.michaelsansberlin.com

Rummelsburg www.rummelsburg.com

Tausche www.tausche.de

Lunge Berlin www.lunge.com

Snique www.snique.biz

Shoepassion www.shoepassion.de

Sydney Brown www.sydney-brown.com

Trippen www.trippen.com

Zeha Berlin www.zeha-berlin.de

The capital of sustainability

Berlin's green future



Driven by their eagerness to experiment and innovate, many Berlin fashion designers have become pioneers in embracing the concept of sustainable fashion. The breadth of Berlin’s Eco Fashion is enormous; some designers are particularly focused on sustainable resources, while others are dedicated to upcycling used materials. A short overview illustrates the many facets of this growing and passionate fashion scene.

With her label **ICA Watermelon**, fashion designer Julia Knüpfer has been following sustainable principles since 2009. She exclusively uses materials from sustainably motivated suppliers, mainly from Germany and Switzerland. The collection is manufactured in Berlin and is now also on sale at the label’s flagship store in Mitte.

www.icawatermelon.com

ReClothings is **Daniel Kroh**’s approach to create new fashionable garments by reusing work uniforms – for instance, a

plumber’s overall can become a blazer. His mantra: “We love to design. We love to work.”

www.danielkroh.com

Carolin Ermer-Graening has been creating clothing from alpaca, mohair, wool or cashmere under the name **Caro e.** since 2006, applying various hand-knitting techniques. Around 80 % of the raw materials used are ecologically certified. They are supplemented with natural, plant-dyed, recycled materials produced in Germany. www.caro-e.com



schmidttakahashi

Sustainability meets innovation. The fashion duo **schmidttakahashi** creates unique pieces of clothing from used garments, a concept the designers refer to as “reanimation.” Some of the one-of-a-kind items are later duplicated to manufacture a commercial series. The designers have received the Special Prize for Sustainability as part of the “Start your Fashion Business” award and have presented their work in Germany and internationally at exhibitions and workshops.

www.schmidttakahashi.de



EUGENIE SCHMIDT

Designer – **schmidttakahashi**

“While studying at the Weißensee Academy of Art Berlin, I mostly observed fashion abroad – Paris, London, Antwerp. Today, three years later, I consider the Berlin fashion scene to be ambitious as well as inspiring. With every season, the scene continues to grow and become more self-sufficient.”

Fashion shows and events

Showtime!

About a decade ago, one fashion event instigated Berlin's (re-)awakening as a fashion metropolis. Later, the first Mercedes-Benz Fashion Week Berlin further cemented Berlin's reputation as an internationally significant city for fashion. Trade show locations such as the former Tempelhof airport and impressive backdrops, such as the Brandenburg Gate, mark the events with Berlin's incomparable flair. Since 2003 the Berlin Senate Department for Economics, Technology and Research has played a special part in this development through its in-depth support of the fashion industry. Measures have included start-up financing and fashion competitions. Berlin Partner, too, contributed by creating Berlin Fashion Week, an overarching brand that congregates and focuses many communication and marketing activities. Berlin Partner has been developing and coordinating the national and international marketing for Berlin Fashion Week since 2007. The official Internet portal www.fashion-week-berlin.com provides an overview and lists pertinent information.

BREAD & BUTTER

It all started with Bread & Butter. This fashion trade show moved from Cologne to Berlin in 2003. Today, the bi-annual event serves as a marketing and communication platform for roughly 600 hand-selected exhibitors. Denim and street wear are presented alongside established international and German brands such as Ludwig Reiter. Within the hangars of the now defunct Tempelhof Airport, labels show their latest collections to buyers and the media under a different theme each season. www.breadandbutter.com

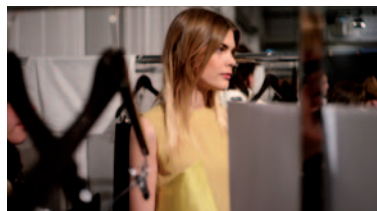


PREMIUM

In 2003 Norbert and Anita Tillmann started the trade show Premium in the halls of a former postal freight depot in Kreuzberg. Premium is an internationally oriented show for womenswear, which has grown to include menswear as well as progressive sportswear, designer denim, shoes and work by promising young designers. Premium has now established itself as one of the most prominent events during Berlin Fashion Week. In an adjacent compound, Seek focuses on contemporary fashion, newcomers and avant-garde labels. www.premiumexhibitions.com

MERCEDES-BENZ FASHION WEEK BERLIN

In 2007, Mercedes-Benz Fashion Week Berlin heralded a new era for Berlin as a fashion city. Twice yearly, tents are raised at Platz des 17. Juni, adjacent to the Brandenburg Gate, and the event attracts celebrities, media and trade visitors from Germany and around the world. Fashion Week provides a professional stage for established German brands and a chance in the spotlight for up-and-coming local designers. At the same time, the event draws international labels eager to be seen against Berlin's backdrop. www.mbfashionweek.com



SHOW & ORDER

Show & Order, which targets sophisticated international brands, lures Berlin Fashion Week visitors to a rough-but-stylish former electrical plant on Köpenicker Straße in Kreuzberg. The lineup includes big names in fashion as well as quality-conscious, trend-oriented young designers from Germany.

www.showandorder.de



THE GALLERY

The Gallery presents German and international contemporary fashion and accessory brands. The show is located in the former Café Moskau on Karl-Marx-Allee, not far from Alexanderplatz.

www.the-gallery-berlin.com



PANORAMA

In the spirit of this ever-changing city, a host of new events fills out the Fashion Week calendar each season. In January 2013 the Panorama fashion trade show premiered by attracting about 30,000 visitors. Showing at the new ExpoCenter Airport, Panorama features approximately 350 medium-priced labels.

www.panorama-berlin.com

GREEN SHOWROOM

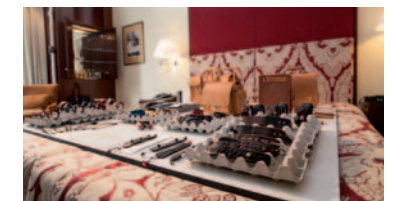
With three big events for "green fashion," Berlin has established itself as one of the leading cities for sustainable clothing design. The Green Showroom event, held at the exclusive Hotel Adlon, frees earth-friendly fashion from its staid eco-image by illustrating that sustainable clothing can be stylish. The showroom includes German high fashion alongside other international labels.

www.green-showroom.net



The American trade show concept Capsule, based in New York with outposts in Las Vegas and Paris, has chosen Berlin as its fourth location. The focus at Capsule is on progressive designers in avant-garde casual- and street wear, which are presented at new locations within the city each season - most recently at Postbahnhof near Ostbahnhof.

www.capsuleshow.com



ETHICAL FASHION SHOW

The Ethical Fashion Show, an event organized by Messe Frankfurt, illustrates the potential of this up-and-coming branch of the fashion industry. The events aim to show the manifold creative possibilities in the field to fashion designers and producers who want to work in an ethically and socially responsible way.

www.ethicalfashionshowberlin.com



WHITE LABEL

The trade show White Label revolves around anything "Made in China." As Berlin's first trade show for suppliers, White Label is conceived as a sourcing platform, giving businesses, retailers and buyers the possibility to interact - and place orders - with Chinese producers of womenswear, menswear, childrenswear and accessories. Observers have hailed the arrival of this event, which plans to expand to include suppliers from around the world, as solid proof that Berlin is also about selling fashion, rather than only showing it.

www.whitelabelfair.de

FASHION FOR EVERYONE

At some point, almost all trade show events open their doors to the public. This makes Berlin Fashion Week a special occasion for the entire city, not just for fashion pros. A great example for such an event is **Wedding Dress**: once a year, during the summer season, Brunnenstraße in Wedding becomes a hybrid of fashion market and festival. Concurrently, the city's vintage boutiques congregate in Kreuzberg's Umspannwerk to present themselves during the three-day sales event **Toast & Jam**. For the **Showroom Days Berlin**, more than 150 young and established, national and international designers and artists present their fashion collections, retrospectives, photography exhibitions and other interdisciplinary projects at over 50 locations.

www.toastandjam.de
www.showfloorberlin.de
www.weddingdress-berlin.de
www.showroomdays.com
www.lavera-showfloor.de

The capital for start-ups

Fashion meets Internet

Berlin serves as a nucleus for creative ideas and as a home for young entrepreneurs, providing the perfect conditions for innovative experiments. Thanks to this environment, Berlin has become Europe's capital for start-ups.

The successful DIY platform **DaWanda** has been a testing ground for the ideas of many amateur and professional designers in Berlin. Founded in 2006, DaWanda now employs 150 people and has expanded to a number of European countries. The website sells one piece of clothing every minute and an accessory every thirty seconds.

www.de.dawanda.com

Front Row Society, founded by Florian Ellsäßer, is a democratic fashion platform that allows designers and creative thinkers to upload designs for scarves and bags, letting the community of prospective buyers choose its favorites. Front Row Society promotes talented young designers, donates part of its profits and lets demand regulate supply.

www.frontrowsociety.com

Nelou went online in January 2011 to create a fashion sales platform for designers that differed from a DIY sales site. That's why Nelou only stocks work by those who run a professional label and requires that designers formally apply. Today, more than 600 fashion and accessories designers from 30 countries sell their work through the site.

www.nelou.com

brands4friends counted less than ten employees when it started in 2007. Its concept, too, was small and exclusive; admission to the shopping club was by invitation only. Today, brands4friends is the biggest shopping club in Germany, counting approximately five million registered members and more than 200 employees from 15 countries.

www.brands4friends.de

In 2008 **Zalando** started selling shoes online from a basement storage unit. Today, the company is one of Europe's largest online stores for fashion, shoes and accessories, and Berlin brands – such as Liebig, Liebeskind and Michalsky – are a permanent feature. Zalando also cooperates with local designers such as Kaviar Gauche and Penkov and presents them to an entirely new market. Zalando's in-house brands, the "zlabels," are designed in Berlin.

www.zalando.de



Zalando outlet



Founder Corinna Powalla and Managing Director Andreas Fischer

Berlin's start-ups find their inspiration in daily life. For **Modomoto's** founder Corinna Powalla, it was her boyfriend's lack of enthusiasm for clothes shopping that provided the impetus for her venture. Founded in 2011, Modomoto unites the possibilities of the Internet with the skills of a stylist. The company's motto, "buying without shopping," is also its business strategy and has hit a nerve: Modomoto sends personalized packages of clothing to the male shopping grouch and has garnered 10,000 happy customers after just one year.

www.modomoto.de

Although Berlin's up-and-coming and niche designers often dominate the headlines of international fashion blogs and magazines, local designers and their fans understand that media attention does not always translate into sales. Jan Eißmann and Florian Köhler combined the obvious with the useful to create **Styleserver**, an online boutique for Berlin labels. Since it began in 2006, Styleserver has become a flourishing small business that also includes a "real" store in Prenzlauer Berg.

www.styleserver.de

Suppliers and service

Fashion and industry

Industry reaps the benefits of any creative boom. In Berlin, more and more firms are specializing in satisfying the needs of local fashion makers, allowing an increasing number of designers to produce their pieces in the capital. This means direct contact with companies, local quality control and no delivery or customs fees.

What a full-service agency is to the media industry, **Common Works** is to fashion. At Common Works, designers find the support to realize their collections, from the development of prototypes, market analysis, advice about materials, pattern concepts and production plans, to grading and production of small collections.

www.common-works.org



110%ig is a traditional garment workshop. In an industrial loft, unique pieces, prototypes, sample collections and small-to-medium-sized runs of mens-, womens- and childrenswear, plus accessory collections, such as hats, are produced.

www.110prozentig.de

There is a growing DIY movement in design. More and more one-person companies are becoming more professional through online sales platforms, and there is an increasing need for production firms that specialize in manufacturing small quantities. Katja Locke's Berlin company **Stoff'n** does exactly that.

www.stoffn.de



The family business **Wald Feinmechanik** specializes in the distribution of quality products for textile cutting and tailoring technologies, sewing machines and steam presses. The firm advises small and large companies in the areas of textile, leather, synthetic materials and fur processing.

www.feinmechanik-service.com

Equipped with a range of specialized machines for the clothing industry, **Map Modeagentur** has been a professional production partner for designers for more than ten years, offering various technological production services including the duplication of sample collections. Small fashion enterprises value these services for making collections available to fashion publication agencies abroad.

www.map-modeagentur.de

To create initial patterns and prepare them for production, many fashion makers seek the help of Prenzlauer Berg-based **Schnitt.Dienst**. The company pursues long-term collaborations and is a first port of call, in particular for start-up labels.

www.schnittdienst.de

The long-standing company **Kontex** specializes in the production of patterns and pattern collections along with small and large clothing series, with or without tailoring.

www.kontex-berlin.de

At **Knopf Paul**, tradition meets the modern; the store, which opened in 1979, is a true institution. Its button-covering, buttonhole and belt services are especially popular with young designers.

www.paulknopf.de



ANGELA SPIETH AND MICHAEL OEHLER

Founders and Designers
Trippen

"For us, having our production facilities located in the Berlin outskirts means that we can respond to our clients' individual needs and are able to offer small production runs at reasonable prices. This flexibility sets us apart from other shoe manufacturers; it is one of the reasons for our long-standing success."

Fashion and communication

Spreading the word

The number of new fashion labels in Berlin is growing at a dizzying rate, surpassing that of every other German city, and the service industries connected with the fashion sector are growing accordingly. Since the turn of the millennium, a variety of public relations and marketing agencies tailored to the needs of fashion enterprises have set up shop in Berlin.



Left to right: Sandra Birk, Constanze Zaddach, Josephine Schöttler, Anne Burggraf | Salon PR

Chris Häberlein, executive director of PR agency **Häberlein & Maurer**, was one of the first to discover Berlin's fashion potential. She opened a branch of her Munich-based agency in the heart of Berlin in 2000. Although the agency's head office remains in the Bavarian capital, ten of the 22 labels it represents are managed from the Berlin office. "As a (fashion) brand, generally speaking, it is important to be present and visible

in Berlin," Chris explained as her clients' reason for choosing Berlin.

Kati Grottemeyer, owner of the young agency **Seasons**, phrased it similarly: "For many labels, to book an agency based in Berlin means to keep on top of new trends, to be flexible and to be in the midst of things."

Sandra Birk, CEO of the agency **Salon PR**, looks after 12 clients focusing on lifestyle and fashion, five of whom are based in Berlin: "Fashion in Berlin has its very own style and delivers a contemporary 'Zeitgeist' with new, bright ideas. I associate Berlin with bravery, the avant-garde, sustainability, individuality, diversity and boldness."

Silk Relations was founded in 2005, the same year as Salon PR. The agency services a portfolio of international clients – among them Nike and Beck's – as well as Berlin labels like Malaika Raiss, Augustin Teboul and also Kilian Kerner, who has become a fixture in the Berlin fashion landscape.

Arne Eberle shows that it is possible to forge your own path without representing big-name international brands. He founded his agency in 2009 and focuses exclusively on fashion from Berlin. Eight of Eberle's nine labels work in Berlin, because "the city is developing beautifully, splendidly, and an interest in local design is growing overall in Germany, which is very encouraging."



Silk Relations – German press day

www.haebmau.de
www.seasonsberlin.de
www.salon-pr.de
www.silk-relations.com
www.arneeberle.de

Links

Absolution PR www.absolutionpr.de
Berlinpieces www.berlinpieces.com
Blackbird/Berlin www.blackbirdberlin.com
Bureau N www.bureau-n.de
CLY Communication www.creativelaboratory.de
Claudia Wünsch Communication www.claudia-wuenssch.com
Deluxe Distribution www.deluxe-distribution.de
Donkey Public Relations www.donkey.de
Fake PR www.fakepr.de
KMB Agentur für Markenkommunikation www.k-mb.de
Prag PR www.prag-pr.org
Press Factory www.press-factory.de
Schrenk + Schrenk Kommunikation www.schrenk-schrenk.de
Schröder & Schömb's PR www.schroederschombs.com

Agency V

One of the fastest growing agencies, Agency V was founded in 2006 and is headed by Rike Döpp and Julia Menthel. Besides its headquarters in Berlin, the agency operates branches in New York and Copenhagen. www.agencyv.com

BOLD Communication & Marketing

This agency has gathered decades of experience in cultural and business communications; its success is founded on a colorful and tightly knit network of players in Berlin's cultural and art scenes. www.boldberlin.com

Müller PR & Consulting

Florian Müller learned the ropes of fashion public relations in Paris. He brought the professionalism he experienced in the French PR scene back to Berlin, where he has been on a mission to help a select group of Berlin labels gain a wider audience since 2010. www.muellerpr.de

Print, blogs, etc.

The style report

Unusual (and sometimes very successful) publications originate when creative fashion types meet talented media entrepreneurs - this is exactly what has happened in Berlin. Many independent fashion magazines and blogs explore, critique and celebrate the work of local fashion labels. They have their fingers on the pulse of the international fashion scene.

Les Mads is the biggest success story among Germany's fashion blogs. When its two founders first started publishing their thoughts on fashion in 2007, they had no experience in the field – or in journalism. But page views rose sharply after only a few months, and the blog's popularity caught the eye of one of Germany's largest publishing houses and media companies, Hubert Burda Verlag, which eventually took over the platform. Today, Les Mads has grown into an international blogging network complete with its own store. www.lesmads.de

Berlin Fashion Daily TV started alongside Berlin's first Mercedes-Benz Fashion Week in 2007. Since then, the online TV channel has devoted itself to reporting daily fashion news and has grown into an international network.



Berlin Fashion Daily TV

www.fashiondaily.tv

Jessica Weiss proved her talent for online journalism with her first fashion endeavor, Les Mads. After having left the blog to be part of the team at Interview magazine, she returned to her favorite terrain. In late 2012, she started **Journelles – Your daily dose of Fashion & Beauty**. www.journelles.de

When it comes to blogging, Mary Scherpe has always been ahead of the pack. When she started her website **StilinBerlin** as a

street-style blog in 2006, she was the sole Berlin fashion blogger on the topic. Today, she has over 35,000 followers on Facebook alone. The blog has spawned collaborations including a temporary shop and a custom-designed lipstick by Berlin cosmetics label Uslu Airlines. www.stilinberlin.de

Links

BLOGS

www.modabot.de
www.dandydiary.de
www.iheartberlin.de
www.berlindesignblog.de
www.glamcanyon.com
www.lesberlinettes.com
www.berlinstreetstyle.de
www.berlinpieces.com
www.mode-blog.eu
www.berlin-fashion-fou.com
www.fashion-insider.de
www.trespluscool.com
www.stylespion.de
www.creativeface.net
www.artschoolvets.com

Links

PRINT

www.oe-magazine.de
www.mono-kultur.com
www.zoommagazine.de
www.tip-berlin.de
www.032c.com



Achtung – Zeitschrift für Mode

Founded in 2003, this Mitte-based magazine has devoted itself to reporting contemporary developments in fashion from German-speaking countries alongside style trends from around the world since 2003. The outcome is presented in elaborately produced photo essays and features. www.achtung-mode.com



zitty Modebuch Berlin

Every year, the city magazine zitty conducts a survey of the local fashion scene. The results are published in a lavishly designed German and English volume. It is a perfect resource for newcomers – to the city and/or fashion. www.zitty.de



Interview

In 2011 Germany was graced with its own version of Interview, the legendary magazine founded by Andy Warhol in 1969. From its Berlin headquarters, Interview acts as a "crystal ball of pop culture," with the goal of spotting new themes in art and culture. Its pages often highlight local talent. www.blog.interview.de

Fashion schools

Careers, tailor-made

In Berlin, many paths lead to a successful career in the fashion world. Numerous study options produce more than just designers; seamstresses, clothing technicians, fashion and design assistants, fashion journalists and marketing experts are trained at Berlin's fashion schools. While the history of some of these academies reaches back more than a century, the many schools founded over the past few decades are evidence of Berlin's growing popularity with German and international students.

The two campuses of the **Oberstufenzentrum Bekleidung und Mode (OSZ)** offer diverse possibilities for training in fashion. The emphasis is on industrial garment production, ranging from design to technical realization, production and sales.

www.osz-bekleidung-mode.de

Founded in 1997, the **BEST-Sabel-Berufsfachschule für Design** offers, among other courses, a three-year opportunity to learn fashion design. The school enrolls about 20 students per year, with many coming from abroad.

www.best-sabel.de

Having been founded in 1866, the **Lette-Verein** is steeped in tradition. The school offers specializations in photography and graphics, but is especially renowned for its three-year fashion degree. The lesson plan includes design, pattern construction, production techniques and textile studies.

www.lette-verein.de

ESMOD is an international network of 21 schools in 14 countries. The Berlin campus offers a three-year Bachelor of Arts degree specializing in fashion design and pattern making/draping. Starting in 2011, courses have also been offered in English, with half the students stemming from abroad. ESMOD has been among the first to react to a growing trend; the school now offers an international masters titled "Sustainability in Fashion."

www.esmod.de

The privately run, officially recognized **Akademie Mode und Design (AMD)** founded two decades ago in Hamburg, has four branches in Germany. Apart from engaging with the creative side of fashion design, students at Berlin's AMD campus also have the opportunity to focus on fashion journalism and media communication.

www.amdnet.de

The beginnings of fashion education at the **HTW Berlin University of Applied Sciences** date back to the 19th century. Today, the school enrolls about 40 new students per course who specialize in fashion design and clothing technology.

www.htw-berlin.de



HTW show

EBC Hochschule has been located at Alexanderplatz since 2007. The school added a course in fashion, luxury and retail management to its offerings in 2012.

www.ebc-hochschule.de

The **Mediadesign Hochschule für Design (MD.H)**, which has branches in Munich and Düsseldorf but is headquartered in Berlin-Kreuzberg, trains fashion designers and also offers a program for those interested in fashion management.

www.mediadesign.de

Founded in 1946, the **Weißensee Academy of Art Berlin** is located in what was East Berlin. Aside from its prestigious fashion degree, the academy also offers a program in textile and surface design; fashion duo Bless currently hold a guest professorship. A third of the approximately 780 students hail from abroad.

www.kh-berlin.de

Guest professors like Vivienne Westwood, Stephan Schneider or – currently – Danish fashion designer Peter Jensen have played a part in maintaining the reputation of the **University of the Arts (UdK)** as one of the most prestigious art academies in the country.

www.udk-berlin.de

Competitions

And the winner is ...

With numerous publicly funded and private competitions, Berlin is Germany's center for the promotion of new fashion talent.

Each year, three fashion labels are awarded the **Start your Fashion Business** prize. As part of the state initiative called Project Future (Landesinitiative Projekt Zukunft), this competition offers its finalists the opportunity to show their collections at Mercedes-Benz Fashion Week Berlin. After the show, the winners are selected by a jury of media and fashion professionals. In 2012 the duo behind up-and-coming label Blaenk secured first place and was awarded 25,000 euros. Total funding surpasses 100,000 euros; this includes prize money and complementary features such as press services and trade show presentations.

www.berlin.de/projektzukunft/wettbewerbe/syfb-2013



Sissi Goetze collection



The winners – Blaenk

Ever since 2008, the Berlin-based Confederation of the German Textile and Fashion Industry has been awarding the **textil+mode Innovation Award** in three categories. The award recognizes developments in fashion, textile and innovative surface design, and also includes a special category for sustainable design. The 2012 first place award of 10,000 euros, along with promotional and other benefits, was awarded to Berlin designer Hoai Huang Vo Ngoc and her label Concis.

www.textil-mode.de



Hoai Huang Vo Ngoc



Fall/winter winners 2013/14

At the beginning of each Berlin Fashion Week the Premium trade show recognizes outstanding fashion and accessories designers with two prizes. The winners of the **Premium Young Designers Award** receive the opportunity to present at the Premium fashion show and have their work stocked at F95, the show's concept store. The 2012 **Premium Window Dressers Award** winners decorated the windows of Berlin's Galeries Lafayette with their collections.

www.premiumexhibitions.com/talents/yda



DfT show July 2012

The **Designer for Tomorrow by Peek & Cloppenburg Düsseldorf** has been providing a platform for new talented designers since 2009. Thanks to the patronage of American fashion designer Marc Jacobs in 2011 and 2012, a high-caliber jury, and the opportunity for finalists to present their work during Mercedes-Benz Fashion Week Berlin, the competition is a high-profile fashion event in Germany.

www.designer-for-tomorrow.com



SILKE GEIB AND NADINE MÖLLENKAMP

Winners, "Start your Fashion Business" 2012, Blaenk

"Along with the prize money, designers receive a comprehensive package of benefits over a period of time. The award increased public awareness of our brand and amplified the interest in our label enormously. This allowed us to gain new contacts in the field, which will be very useful in the future."



Networks and collectives

Strength in numbers

Countless networks and platforms offer designers the opportunity to profit from shared trade show displays, professional training events, sales portals as well as from informal support and inspiration.

The Berlin state government has been actively promoting creative industries, including fashion, since 1997. The state initiative **Project Future** (Landesinitiative Projekt Zukunft) is strengthening the network between the creative industries and science, politics and administration through infrastructure projects, public-private partnerships, events, campaigns and publications. A venture of the Berlin Senate Department for Economics, Technology and Research, Project Future is the capital's largest network for communications and support. www.projektzukunft.berlin.de

Berlin Partner assists investors who wish to start businesses in the city while supporting Berlin-based companies in their efforts to expand, internationalize and secure their economic futures in Berlin. Services range from consultations about funding and financing to support for recruitment and business locations. The Business Location Center is your first stop. www.berlin-partner.de
www.businesslocationscenter.de

The oldest design-based network in Berlin is the **International Design Center Berlin (IDZ)**, based inside the former Tempelhof airport. The network promotes design, as well as the exchange of ideas among science, business and consumers, and also fosters networking and training for its members. www.idz.de



Lecture - International Design Center Berlin

The online platform **Creative City Berlin** provides information about the city as a home for creative business, with relevant sources of information for the various creative industries as well as listings of funding programs, studios, scholarships and start-up support. The project is

funded by Berlin's Cultural Affairs Department and the Senate Department for Economics, Technology and Research (in the form of Project Future). The editors are available to answer questions and refer to other organizations – a helpful service for people and businesses planning to relocate to Berlin. www.creative-city-berlin.de

More than 300 designers from different areas of design, including fashion and textiles (such as bags), are represented on **Berlindesign.net**. Events such as open showrooms and design tours are kept up-to-date, offering an overview of creative activities in the city and reaching a broad range of people. An online shop rounds out the site's concept. www.berlindesign.net

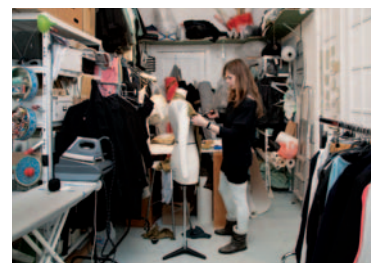
Create Berlin perceives itself as an open network for Berlin designers, creators and design-related institutions in all areas of design. The organization's declared goal is the preservation and promotion of Berlin's design industry and its international reputation. The platform also provides information about events relevant to design. www.create-berlin.de

Designers are not the only people drawn to Berlin – their lobbyists are here, too. **The Confederation of the German Textile and Fashion Industry** opened its head office in the city in 2009. A liaison between politics and culture, the group aims to further the potential for innovation within Germany's fashion enterprises – and to cement their leading position internationally. The confederation also dedicates itself to textile research and the support of up-and-coming talent. www.textil-mode.de

The **Association of German Fashion and Textile Designers** has a branch in Berlin to promote designers and their work and raise awareness in industry, trade, media, politics and the public. The association offers its members, whether employed or self-employed (including up-and-coming designers), support when it comes to sector specific problems, including legal matters,

taxes, fees and contracts. www.vdmd.de

The Neukölln district is home to growing creative expertise which includes fashion. The EU-subsidized pilot project for fashion **Nemona** (Netzwerk Mode Neukölln) has economic and ecological objectives – it aims to create a stronger network between young fashion designers, seamstresses and production while fostering long-term partnerships between all stakeholders. Their activities for promoting growth and publicity include the formation of cooperatives to purchase fabrics, creating shared showrooms and joint



MarinaRosso atelier

Links

LOCATIONS

So-called co-sewing studios are a relatively new service. One of them is the **Nähinstitut** at Moritzplatz, offering courses and workspaces inclusive of sewing machines. www.naehinstitut.de

Nadelwald, too, is an address for like-minded fashion aficionados, from newcomers to the craft of sewing to the international pro, who does not (yet) have any equipment in Berlin. Daily and monthly tickets offer flexibility; courses and workshops provide inspiration and know-how. www.nadelwald.me

Located on the banks of the Spree, not far from Alexanderplatz, the former cigarette factory **Josetti-Höfe** offers studio space to about 200 tenants from the areas of media, design, IT, culture and communications. www.josettihoeft.de

Kreuzberg's **Aquacaree**, located in a former industrial compound that comprises a number of buildings, is a bustling center for creatives who rent studios of varying sizes. www.aqua-carre-berlin.de

The opening of **Betahaus** in 2008 heralded a new era of the co-working movement. Creatives can rent workspace for periods as short as a few hours and can combine the advantages of an office space with access to a colorful creative network. www.betahaus.de

Not only when it comes to studios and offices, but also when it comes to retail space, Berlin has a tendency to support creative networking. **Bikinihaus Berlin**, a heritage-listed former office complex close to Bahnhof Zoo, is due to open in the second half of 2013 as a model project for innovative design and retail concepts, including some examples from the area of fashion. www.bikinihausberlin.de

Links

BY DESIGNERS – FOR DESIGNERS

The interdisciplinary collective called **Staub** is a project by graduates from the University of the Arts. The space is used both as a studio – to develop and present projects – as well as for collaborative events. www.staubtemporary.com

The Offer is a platform for Berlin-based fashion designers and also presents like-minded designers from neighboring European countries. Activities include collaborative showrooms during Mercedes-Benz Fashion Week Berlin, as well as joint presentations in other countries, for instance during Istanbul Fashion Week. www.theofferberlin.com

Starting a store together and directly profiting from sales is the underlying idea behind the **A7** collective's concept. The retail space at Altmstadtstrasse 7 opened in 2006. www.a7berlin.de



First Nemona fashion weekend

participation in Mercedes-Benz Fashion Week Berlin. www.nemona.de

Fashion Patrons is an agency dedicated to coaching young designers and assisting in the process of starting businesses. The emphasis is on the leap from the creative idea to the career as a professional designer. Formed in 2006, Fashion Patrons uses its connections with partners like the Goethe Institut, the ESMOD fashion school or the Haus der Kulturen der Welt to offer a platform for presentation and marketing. www.fashionpatrons.com



BIKINI BERLIN



Happy Shop

Funding and support for designers

A boost for creativity

A wide variety of funding and supportive programs are available to Berlin-based fashion labels and companies. Since 2002 the Project Future state-sponsored initiative – from the Berlin Senate Department for Economics, Technology and Research – has been especially active. The initiative promotes participation at fashion shows and trade events, supports international presentations for Berlin fashion labels, organizes roundtables and also the annual “Start your Fashion Business” award. It additionally allocates fashion show slots and presentations as part of the Berlin Fashion Week.

In collaboration with the Investitionsbank Berlin and other service providers, the state of Berlin has conceptualized and implemented a range of programs for the design and fashion sectors.

Each season, Project Future makes at least four **slots for fashion shows** available to Berlin-based fashion labels as part of the Berlin Fashion Week. www.projektzukunft.berlin.de

With awards totalling 100,000 euros, the **"Start your Fashion Business"** competition is one of the most visible and prestigious initiatives in fashion. www.projektzukunft.de

Roundtables on fashion or fashion-related branches grant fashion-experts the platform to share their concerns, wishes and needs. The themes and priorities form the foundation for change and progress in the fashion industry.

Berlin fashion labels present their collections as part of international **group presentations**, including twice in 2013 as part of the Paris Fashion Week. www.ibb.de

The newly established **support program for individual trade shows** will soon be open to Berlin fashion labels. This means any fashion label participating in a fashion show or trade show in a B2B context can apply for a subsidy of up to 15,000 euros. Half the total costs must stem from the labels themselves. www.ibb.de

The **Design Transfer Bonus Program** supports the collaboration of designers with technologically minded companies to create innovative products with up to 15,000 euros per project. www.designtransferbonus.de

Many other state-sponsored initiatives, which are organized through the Investitionsbank Berlin or the associated Beteiligungsgesellschaft, may be of interest to fashion-related businesses.

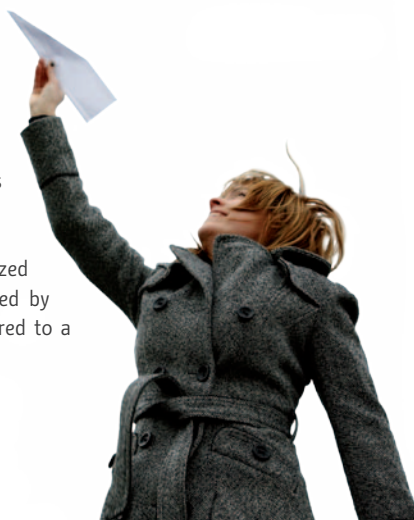
For start-ups:

- Micro-loans of up to 25,000 euros without red tape
 - Coaching services from the Kreativ Coaching Center have been conceptualized to support growth-oriented start-ups, including those from fashion, in founding their companies and expanding.
- www.kcc-berlin.de

For growing companies or those looking for start-up or seed financing:

The **Berlin Kredit Innovativ** program makes loans of up to 500,000 euros available to Berlin-based companies from cutting-edge fields (including fashion) for innovative projects or activities which promote internationalization.

The **VC Fonds Kreativwirtschaft Berlin** supports the equity base for small and medium-sized enterprises in the growing sectors within Berlin's creative industries. This support is realized by providing equity capital ranging from 300,000 to 3,000,000 euros. Thus far, it has been offered to a handful of fashion-oriented enterprises from Berlin. www.ibb-bet.de



Contacts

Berlin Partner GmbH

Berlin Partner is Berlin's official corporation for economic development and location marketing. As the main contact for companies, it offers customized, individualized services ranging from finding a location, to funding and financing, to contact with authorities and obtaining permits, to recruiting skilled personnel, to internationalization and trade show participation. Berlin Partner provides information about areas of growth and industries with potential for the future. It promotes Berlin as an attractive economic and scientific center, creative capital, cultural and sports metropolis and a livable city.

www.berlin-partner.de

www.businesslocationscenter.de

www.fashion-week-berlin.com

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The Project Future state initiative

Project Future works as a liaison between business, science and politics to improve the framework for the growing ICT, media and creative industries sector, which includes fashion. It supports the growth of Berlin-based companies from these fields. Project Future develops strategies for Berlin as a location of business, creates platforms, initiates networks, organizes interaction with businesses, develops new funding instruments and co-finances infrastructural projects. This includes opportunities to show fashion labels nationally and internationally, start-up support as part of the “Start your Fashion Business” award and also jointly promoting the many instruments with the sector.

www.projektzukunft.berlin.de

www.berlinshowroom.com/showroom/

www.creative-city-berlin.de

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