





MODERN MAP OF BERLIN FASHION WEEK JANUARY 2019

FALL WINTER 2019-20

|                                                                                          |           |
|------------------------------------------------------------------------------------------|-----------|
| <b>FASHION COUNCIL GERMANY</b> ⇄ <b>BIKINI BERLIN</b> ♥ Budapeststraße 38-50 - 10787     | <b>A2</b> |
| <b>MERCEDES-BENZ FASHION WEEK BERLIN</b> ⇄ <b>E-WERK</b> ♥ Wilhelmstraße 43 - 10117      | <b>B2</b> |
| <b>FASHIONTECH &amp; NEONYT</b> ⇄ <b>KRAFTWERK BERLIN</b> ♥ Köpenicker Straße 70 - 10179 | <b>C2</b> |
| ✗ Out of map      ✂ By Invitation Only                                                   |           |

SELECTION BY MODEM - FOR FURTHER INFORMATION SEE WWW.MODEMON-

| FASHION SHOWS & PRESENTATIONS MONDAY JANUARY 14           | PRESS OFFICES                         | +49                      |
|-----------------------------------------------------------|---------------------------------------|--------------------------|
| 5.00 PM - 8.00 PM <b>NEO FASHION 2019 GROUP SHOW 1</b> ✂  | <b>ARNE EBERLE PRESS-SALES</b>        |                          |
| 6.00 PM <b>ODEEH</b> ✂                                    | ♥ Danziger Str. 162 - 10407           | (0)30 92036790 <b>B1</b> |
| 6.00 PM - 10.00 PM <b>ALINE CELI</b> ✂                    | ♥ Torstraße 68 - 10119                | (0)30 20215770 <b>C1</b> |
| 8.00 PM - 10.00 PM <b>NEO FASHION 2019 GROUP SHOW 2</b> ✂ | <b>CLAUDIA WÜNSCH COMMUNICATION</b>   |                          |
| 9.00 PM <b>BOGNER</b> ⇄ <b>E-WERK</b>                     | ♥ Mehringdamm 70 - 10961              | (0)30 78956890 <b>B3</b> |
|                                                           | <b>FAKEPR</b> ♥ Münzstraße 15 - 10178 | (0)30 40006540 <b>C1</b> |

| EVENTS MONDAY JANUARY 14                                                | REFERENCE STUDIOS                                | +49                      |
|-------------------------------------------------------------------------|--------------------------------------------------|--------------------------|
| 10.00 AM - 7.00 PM <b>ANJA GÖCKEL POP-UP STORE</b> (until January 17th) | <b>HAEBERLEIN &amp; MAUERER</b>                  |                          |
| <b>HOTEL KEMPINSKI</b> ♥ Unter den Linden 77 10117                      | ♥ Rosenthaler Straße 52 - 10178                  | (0)30 7262080 <b>B1</b>  |
| 3.00 PM - 6.00 PM <b>POP UP STORE OPENING DAWID TOMASZEWSKI</b>         | <b>PRESS FACTORY</b> ♥ Anklamer Str. 38 - 10115  | (0)30 28879000 <b>B2</b> |
| ♥ Torstraße 138 - 10119                                                 | <b>QUINTO</b> ♥ Hallesches Ufer 78 - 10963       | (0)30 26399955 <b>B2</b> |
|                                                                         | <b>REFERENCE STUDIOS</b> ♥ Kantstraße 79 - 10627 | <b>A2</b>                |

| EVENTS MONDAY JANUARY 14                                                | MULTI-LABEL STORES                                        | +49                       |
|-------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------|
| 10.00 AM - 7.00 PM <b>ANJA GÖCKEL POP-UP STORE</b> (until January 17th) | <b>14 02</b> ♥ Neue Schönhauser Str. 13 - 10178           | (0)30 28040514 <b>B1</b>  |
| <b>HOTEL KEMPINSKI</b> ♥ Unter den Linden 77 10117                      | <b>AM +</b>                                               | (0)30 92036790 <b>A2</b>  |
| 3.00 PM - 6.00 PM <b>POP UP STORE OPENING DAWID TOMASZEWSKI</b>         | <b>CPT</b> ♥ BIKINI BERLIN - Budapeststraße 38-50 - 10787 |                           |
| ♥ Torstraße 138 - 10119                                                 | <b>ANDREAS MURKUDIS</b>                                   |                           |
|                                                                         | m/w ♥ Potsdamer Straße 81E - 10785                        | (0)30 680798306 <b>B2</b> |

| FASHION SHOWS & PRESENTATIONS TUESDAY JANUARY 15                       | APARTMENT BERLIN                                              | +49                      |
|------------------------------------------------------------------------|---------------------------------------------------------------|--------------------------|
| 10.00 AM <b>AMESH WIJESSEKERA</b> ⇄ <b>E-WERK</b>                      | ♥ Menhardstr. 8 - 10178                                       | (0)30 28042251 <b>B1</b> |
| 11.30 AM <b>MALAİKARAİSS</b> ✂                                         | <b>BAERCK</b> m/w ♥ Mulackstraße 12 - 10119                   | (0)30 24048994 <b>A1</b> |
| 2.00 PM <b>IRENE LUFT</b> ⇄ <b>E-WERK</b>                              | <b>BLEIBGRÜN</b> w ♥ Bleibtreustr. 29/30 - 10707              | (0)30 8821689 <b>B2</b>  |
| 4.00 PM <b>MAISONNOËE BERLIN</b> ⇄ <b>E-WERK</b>                       | <b>CITY JEANS BY HANS</b> ♥ Meinekestr. 25 - 10719            | (0)30 8833022 <b>A3</b>  |
| 5.00 PM <b>ANJA GÖCKEL HOTEL KEMPINSKI</b> ♥ Unter den Linden 77 10117 | <b>DARKLANDS</b> m ♥ Lindower Straße 22 (bldg 7) - 10557      | <b>B1</b>                |
| 5.30 PM <b>ESTHER PERBANOT</b> (ALL DAYS) ⇄ <b>E-WERK</b>              | <b>DI BEL</b> w ♥ Bleibtreustr. 24 - 10707                    | (0)30 8891822 <b>A2</b>  |
| 6.00 PM <b>MARC GAIN</b> ♥ Französische Straße 33 A-C - 10117          | <b>GALERIES LAFAYETTE</b> DPT ♥ Friedrichstraße 76,78 - 10117 | <b>B2</b>                |
| 7.30 PM <b>NEONYT</b> ⇄ <b>E-WERK</b>                                  | <b>HAPPY SHOP</b> m/w ♥ Torstraße 67 - 10119                  | (0)30 29009501 <b>C1</b> |
| 9.00 PM <b>WILLIAM FAN</b> ✂                                           | <b>HNTA</b> m ♥ Torstraße 178 - 10115                         | (0)30 49854660 <b>B1</b> |
| 9.30 PM <b>KXXK</b> ⇄ <b>E-WERK</b>                                    | <b>HARVEY'S</b> m/w ♥ Kurfürstendamm 56 - 10707               | (0)30 8833803 <b>A2</b>  |

| EVENTS TUESDAY JANUARY 15                                                    | KADEWE                                                | +49                      |
|------------------------------------------------------------------------------|-------------------------------------------------------|--------------------------|
| 10.00 AM - 8.00 PM <b>VIP BEAUTY &amp; FASHION LOUNGE</b> (and January 16th) | m/w ♥ Wilmersdorferstr. 73 - 10629                    | (0)30 3239077 <b>A2</b>  |
| <b>NORDBAHNHOF TWO BUDDHAS</b> ♥ Julie-Wolffthorn-Str. 1 - 10115             | m ♥ Kurfürstendamm 52 - 1077                          | (0)30 3239077 <b>A2</b>  |
| 11.00 AM - 7.00 PM <b>PREPEEK</b> (until January 17th) ⇄ <b>KRAFTWERK</b>    | <b>ORIMONO</b> m/w ♥ Joachimstraße 5 - 10119          | (0)30 55655694 <b>B1</b> |
| 12.00 PM - 6.00 PM <b>BEAUTY LOUNGE BY DAWID TOMASZEWSKI X FLAGONI STORE</b> | <b>ORLANDO</b>                                        |                          |
| <b>FLAGONI STORE</b> ♥ Leipziger Straße 36 - 10117                           | w ♥ Münzstraße 2 - 10178                              | (0)30 28886280 <b>C1</b> |
| 6.00 PM - 10.00 PM <b>Q 206 FASHION PHILOSOPHY</b> (and January 16th)        | w ♥ Oranienburger 7 - 10178                           | (0)30 97894823 <b>B1</b> |
| <b>QUARTIER 206</b> ♥ Friedrichstraße 71 - 10117                             | <b>OUKAN</b> m/w ♥ Ackerstraße 144 - 10115            | (0)30 20626700 <b>B1</b> |
| 6.00 PM - 11.30 PM <b>MARC GAIN VIP COCKTAIL HERBST</b>                      | <b>RICCARDO CARTILLONE</b> (Shoes)                    |                          |
| ♥ Französische Straße 33 A-C - 10117                                         | ♥ Dircksenstraße 48 - 10178                           | (0)30 28040711 <b>B1</b> |
|                                                                              | <b>QUARTIER 206</b> ♥ Oranienburger Straße 85 - 10178 | (0)30 2812821 <b>B1</b>  |
|                                                                              | <b>ROSENTHALER STRASSE</b> 24 - 10119                 | (0)30 24355372 <b>B1</b> |

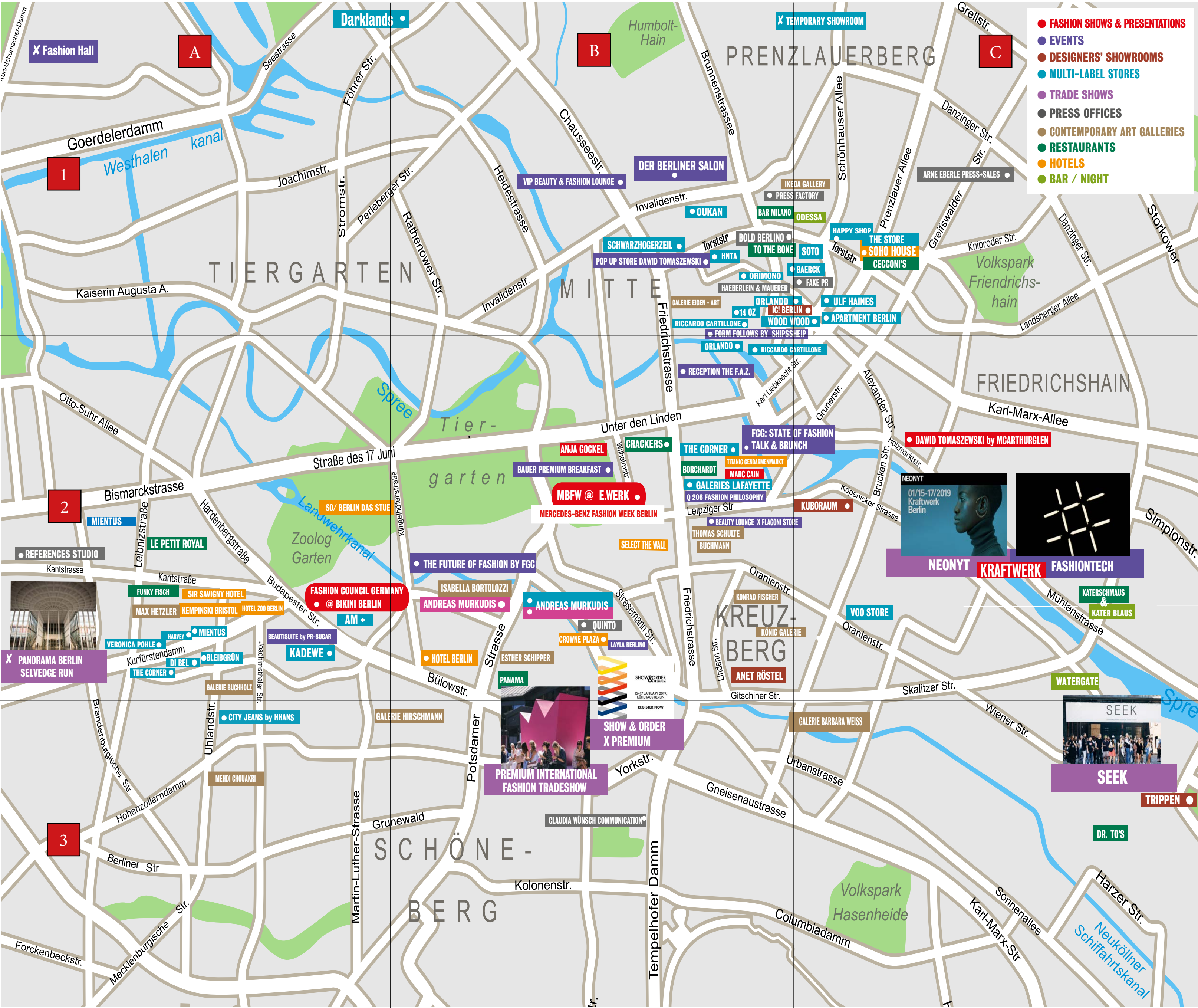
| FASHION SHOWS & PRESENTATIONS WEDNESDAY JANUARY 16         | THE CORNER BERLIN                                      | +49                       |
|------------------------------------------------------------|--------------------------------------------------------|---------------------------|
| 10.00 AM <b>SPORTALM KITZBÜHEL</b> ⇄ <b>E-WERK</b>         | ♥ Französische Straße 40 - 10117                       | (0)30 20670940 <b>B2</b>  |
| 12.00 PM <b>IVANMAN</b> ⇄ <b>E-WERK</b>                    | <b>CPT</b> ♥ Schlüterstr. 45 - 10707                   | (0)30 88921261 <b>B2</b>  |
| 1.00 PM <b>LENA MUELLER</b> (DIGITAL SHOW) ⇄ <b>E-WERK</b> | <b>THE STORE</b> CPT ♥ SOHO HOUSE-Torstr. 1 - 10119    | (0)30 405044550 <b>C1</b> |
| 2.00 PM <b>REBEKA RUETZ</b> ⇄ <b>E-WERK</b>                | <b>ULF HAINES</b> m ♥ Rosa Luxemburgstr. 24-26 - 10178 | (0)30 28875628 <b>B1</b>  |
| 2.30 PM <b>LOU DE BETOLY</b> ⇄ <b>E-WERK</b>               | <b>VERONICA POHLE</b> w ♥ Kurfürstendamm 64 - 10707    | (0)30 88537371 <b>A2</b>  |
| <b>VILLA ELISABETH</b> ♥ Kirche Invalidenstr. 3 - 10115    | <b>VOO STORE</b> m/w ♥ Oranienstr. 24 - 10999          | (0)30 61651112 <b>C2</b>  |
| 4.00 PM <b>LENA HOSCHKE</b> ⇄ <b>E-WERK</b>                | <b>WOOD WOOD</b> m/w ♥ Rochstraße 3-4 - 10178          | (0)30 28047877 <b>C1</b>  |
| 7.00 PM <b>RIANI</b> ⇄ <b>E-WERK</b>                       |                                                        |                           |

| EVENTS WEDNESDAY JANUARY 16                                                  | CONTEMPORARY ART GALLERIES                                        | +49       |
|------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------|
| 9.00 AM - 9.30 PM <b>IVR ISABEL VOLLRATH "RETROSPEKTIVE"</b> ⇄ <b>E-WERK</b> | <b>BUCHMANN</b> ♥ Charlottenstraße 13 - 10969                     | <b>B2</b> |
| 10.00 AM - 8.00 PM <b>BEAUTYSUITE BY PR-SUGAR</b> (and January 17th)         | <b>ESTHER SCHIPPER</b> ♥ Potsdamer Straße 81E - 10785             | <b>B2</b> |
| <b>SOFFEL KUDAMM</b> ♥ Joachimstaaler 33 - 10179                             | <b>GALERIE BARBARA WEISS</b> ♥ Kohlfurter Straße 41/43 - 10989    | <b>C3</b> |
| 8.00 PM - 10.00 PM <b>FORM FOLLOWS STRUCTURES BY SHIPSHIP</b>                | <b>GALERIE BUCHHOLZ</b> ♥ Fasanenstraße 30 - 10719                | <b>B1</b> |
| <b>GALLERY MALINA</b> ♥ Auguststraße 82 - 11017                              | <b>GALERIE EIGEN + ART</b> ♥ Auguststraße 26 - 10117              | <b>A2</b> |
| 9.00 PM - 11.00 PM <b>MARCEL OSTERTAG : AFTERSHOW PARTY</b> ✂                | <b>GALERIE HIRSCHMANN</b> ♥ Winterfeldstraße 56 - 10781           | <b>A3</b> |
| 5.00 PM <b>RECEPTION THE F.A.Z. : PHOTOS BY HELMUT FRICKE</b>                | <b>KÖNIG GALLERY</b> ♥ St. Agnes Alexandrinenstr. 118-121 - 10969 | <b>B2</b> |
| <b>FAZ-HAUPTSTADTHAUS</b> ♥ Mittelstraße 2-4 - 10117                         | <b>KONRAD FISCHER</b> ♥ Linienstraße 35 - 10969                   | <b>B2</b> |

| FASHION SHOWS & PRESENTATIONS THURSDAY JANUARY 17 | RESTAURANTS                                     | +49                       |
|---------------------------------------------------|-------------------------------------------------|---------------------------|
| 10.00 AM <b>RICHERT BEIL</b> ⇄ <b>E-WERK</b>      | <b>BAR MILANO</b> ♥ Brunnenstraße 11 - 10119    | (0)30 47377011 <b>B1</b>  |
| 1.00 PM <b>MARINA HOERMANSEDER</b> ✂              | <b>BORCHARDT</b> ♥ Französische Str. 47 - 10117 | (0)30 81886262 <b>B2</b>  |
| 7.00 PM <b>YOONEQUE</b> ✂                         | <b>CECCONI'S</b> ♥ Torstraße 1 - 10119          | (0)30 405044680 <b>B1</b> |
|                                                   | <b>CRACKERS</b> ♥ Friedrichstraße 158 - 10117   | (0)30 680730488 <b>C2</b> |
|                                                   | <b>DR. TO'S</b> ♥ Weichselstraße 54 - 12045     | <b>M 1521 6667022 C3</b>  |

| EVENTS THURSDAY JANUARY 17                                                   | HOTELS                                               | +49                      |
|------------------------------------------------------------------------------|------------------------------------------------------|--------------------------|
| 9.30 AM - 12.00 PM <b>BAUER PREMIUM FASHION BREAKFAST</b>                    | <b>GROWNE PLAZA</b> ♥ Hallesche Str. 10 - 10963      | (0)30 8010660 <b>B2</b>  |
| <b>CHINA CLUB BERLIN</b> ♥ Behrenstraße 72 - 10117                           | <b>HOTEL 200 BERLIN</b> ♥ Kurfürstendamm 25 - 10719  | (0)30 88437730 <b>B1</b> |
| 1.00 PM - 6.15 PM <b>UNLOCK STYLE BY ZEITMAGAZIN</b> ⇄ <b>KRAFTWERK</b>      | <b>HOTEL BERLIN</b> ♥ Lützowplatz 17 - 10785         | (0)30 28050 <b>A2</b>    |
| 4.00 PM - 6.00 PM <b>KADEWE X VOGUE DER BERLINER SALON, VOTE FOR FASHION</b> | <b>KEMPINSKI BRISTOL</b> ♥ Kurfürstendamm 27 - 10719 | (0)30 884340 <b>B2</b>   |
| <b>KADEWE DPT</b> ♥ Tauentzienstraße 21 - 10789                              | <b>SELECT THE WALL</b> ♥ Zimmerstraße 88 - 10117     | (0)30 3087770 <b>B2</b>  |
| 10.00 PM <b>MARINA HOERMANSEDER - AFTERSHOWPARTY</b> ✂                       | <b>SIR SAVIGNY HOTEL</b> ♥ Kantstraße 144 - 10623    | (0)30 21782638 <b>A2</b> |
|                                                                              | <b>SO/ BERLIN DAS STUE</b> ♥ Drakestraße 1 - 10787   | (0)30 31172220 <b>A2</b> |
|                                                                              | <b>SOHO HOUSE BERLIN</b> ♥ Torstraße 1 - 10119       | (0)30 40504440 <b>C1</b> |

| DESIGNER'S SHOWROOMS                                                       | BARS / NIGHT                                     | +49       |
|----------------------------------------------------------------------------|--------------------------------------------------|-----------|
| <b>ANETT RÜSTEL</b> ♥ HOTEL THE VARD ♥ Alexandrinenstr. 125 - 10969        | <b>KADEWE</b> ♥ Holzmarktstraße 25 - 10243       | <b>C2</b> |
| <b>CROSSLEY</b> ♥ <b>ROSENTHAL</b> ⇄ <b>SEEK</b> <b>JAN 15 - 17 C3</b>     | <b>ODESSA</b> ♥ Torstraße 89 - 10119             | <b>B1</b> |
| <b>ESSENTIEL ANTWERP</b> ⇄ <b>PREMIUM I.F.T.</b> <b>JAN 15 - 17 B3</b>     | <b>WATERGATE</b> ♥ Flackensteinstraße 49 - 10997 | <b>C2</b> |
| <b>HANNES ROETHER</b> ⇄ <b>PREMIUM I.F.T.</b> <b>JAN 15 - 17 B3</b>        |                                                  |           |
| <b>ICI! BERLIN</b> ♥ Münzstr. 5 - 10178                                    |                                                  |           |
| <b>KUBORAUM</b> ♥ Köpenicker Straße 96 - 10179 ( <b>*STORE</b> ) <b>C2</b> |                                                  |           |
| <b>M.I.D.A</b> ♥ <b>ROSENTHAL</b> ⇄ <b>SEEK</b> <b>JAN 15 - 17 C3</b>      |                                                  |           |
| <b>TRIPPEN</b> ♥ Puschkinallee 39 - 12435 <b>JAN 15 - JUNE 28 C3</b>       |                                                  |           |



| TRADE SHOWS - JANUARY 15 TO 17, 2019                                          | +49                      |
|-------------------------------------------------------------------------------|--------------------------|
| <b>C2 NEONYT</b> neonyt@messefrankfurt.com                                    | (0)69 7575855            |
| <b>KRAFTWERK BERLIN</b> ♥ Köpenicker Straße 70 - 10179                        | (Last day until 5:00 pm) |
| ✗ <b>A3 PANORAMA BERLIN + SELVEDGE RUN</b> office@panorama-berlin.com         | (0)30 275956040          |
| <b>BERLIN EXPOCENTER CITY</b> ♥ Jaffestr. / S. Entrance - 14055               | (Last day until 5:00 pm) |
| ♥ From 9am to 6pm                                                             | (0)30 6290850            |
| <b>B3 PREMIUM INTERNATIONAL FASHION TRADESHOW</b> info@premiumexhibitions.com | (Last day until 5:00 pm) |
| <b>STATION-BERLIN</b> ♥ Luckenwalder Str. 4/6 - 10963                         | (Last day until 5:00 pm) |
| ♥ From 10am to 7pm                                                            | (0)30 2088913400         |
| <b>C3 SEEK</b> info@seekexhibitions.com                                       | (Last day until 5:00 pm) |
| <b>ARENA BERLIN</b> ♥ Eichenstrasse 4 - 12435                                 | (0)30 6290850            |
| <b>B3 SHOW &amp; ORDER X PREMIUM</b> info@premiumexhibitions.com              | (Last day until 5:00 pm) |
| <b>KÜHLHAUS</b> (1-5 F) ♥ Luckenwalder Str. 3 - 10963                         | (Last day until 5:00 pm) |
| ♥ From 10am to 7pm                                                            |                          |

| CONFERENCES - FASHION EXHIBITIONS - JANUARY 2019                                                                                            | +49                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>B2 THE FUTURE OF FASHION BY FCG</b>                                                                                                      | <b>JANUARY 14</b> ♥ From 5.30pm to 9pm      |
| Innovation For Sustainable Production. FCG In cooperation with the Swedish Institute, Swedish Fashion Council, and the City of Borås.       | (0)30 994 0489 - 50                         |
| <b>SCHWEDISCHE BOTSCHAFT</b> ♥ Rauchstr. 1 - 10787                                                                                          | office@fashion-council-germany.org          |
| <b>C2 FASHIONTECH</b>                                                                                                                       | <b>JANUARY 15</b> ♥ From 10am to 6pm        |
| Conference on the future of Fashion, E-Commerce & Retail / Wearables & Smart Marketing / Digital Marketing & Communication                  | (0)30 6290850                               |
| <b>KRAFTWERK</b> ♥ Köpenicker Strasse 70 - 10179                                                                                            | hello@fashiontech.berlin                    |
| <b>B2 FCG: STATE OF FASHION TALK &amp; BRUNCH</b>                                                                                           | <b>JANUARY 15</b> ♥ From 11am to 1pm        |
| Fashion Council Germany, McKinsey & Company's, ICON & the Business of Fashion : the German presentation of the 2019 State of Fashion report | (0)30 994 0489 - 50                         |
| <b>HOTEL DE ROMÉ</b> ♥ Behrenstraße 37 - 10117                                                                                              | office@fashion-council-germany.org          |
| <b>B2 MBFW 10TH ANNIVERSARY OF THE IDEP</b>                                                                                                 | <b>JANUARY 15</b> ♥ From 11.30am to 11.30pm |
| MBFW celebrates the 10th anniversary of the IDEP (International Designer Exchange Program) with an exhibition on e-werk forecourt.          | (0)30 6290850                               |
| <b>E-WERK</b> ♥ Wilhelmstraße 43 - 10117                                                                                                    |                                             |

| CONFERENCES - FASHION EXHIBITIONS - JANUARY 2019                                                                                                                                                                                                                         | +49                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>B1 DER BERLINER SALON</b>                                                                                                                                                                                                                                             | <b>JANUARY 15</b> ♥ From 3pm to 8pm     |
| In its seventh edition, as part of the group exhibition, he bundles the areas of fashion, photography and design in an exciting interplay under the umbrella brand name. Through this merger, the entire exhibition area will be used with a variety of design elements. | (0)69 7575855                           |
| <b>VILLA ELISABETH &amp; ST. ELISABETH</b> ♥ Kirche Invalidenstr. 3 - 10115                                                                                                                                                                                              | neonyt@messefrankfurt.com               |
| <b>C2 FASHIONSUSTAIN - THE NEONYT CONFERENCE</b>                                                                                                                                                                                                                         | <b>JANUARY 16</b> ♥ From 10.15am to 6pm |
| International conference format Fashionsustain is dedicated to technology, sustainability and innovation                                                                                                                                                                 | (0)69 7575855                           |
| <b>KRAFTWERK</b> ♥ Köpenicker Strasse 70 - 10179                                                                                                                                                                                                                         |                                         |
| <b>B2 VERGEUBUNG - AUERBACH EXHIBITION Opening - JANUARY 16</b> ♥ From 5pm to 8pm                                                                                                                                                                                        |                                         |
| Art project by photographer Sven Marquardt, together with Günther H. Stally and Jan-Henrik M. Scheper-Stuke, manufactory AUERBACH creators                                                                                                                               |                                         |
| <b>GALERIES LAFAYETTE BERLIN</b> ♥ Friedrichstraße 78 - 10117                                                                                                                                                                                                            |                                         |