

STARK. Press Release

STARK. will take place in the middle of the dynamic city environment of Berlin.

STARK. will host more than 100 international of men, women and accessories exhibitors in the ex-transformer station Humboldt in Kopenhagener Strasse, Prenzlauer Berg district. It will therefore be the center of focus during the Berlin Fashion Week.

Next **STARK.** edition will be divided in three different sections:

WATT | International Brand and established Labels.

VOLT | Young designer and the "Avantgard"

AMPERE | Norbert Klauser brands.

STARK. Is pleased to inform that *L'UOMO VOGUE* has confirmed to be a special guest at the **STARK.** party at the Humboldt transformer station in Kopenhagener Strasse during the fashion fair on the 18th of July which will start at 10 pm.

Another special highlight will be an exhibition initiated by *Brooks Brothers* in cooperation with the artist Helidon Xhixha who is famous for his innovative way of working different materials. He will present a monumental sculpture dedicated to September 11th. This work is going to keep on travelling along its memorial tour to the United States will also be presented in *Pitti Uomo* – Florence as well. This exhibition will be supported by the worldly known Danish company *Bang&Olufsen*.

There will furthermore be an exhibition of 10 contemporary Jewels designers and a show called "Love will bring us apart again" specifically initiated by Adrian Palengat from APART (www.ap-art.co.uk) for **STARK. Berlin** who will work together and present works by special artist such as Peter Gravelle (Sex Pistol Photographer), Sean Alexander (mixed media artist), James Holdsworth (Portrait artist), Pakpoom Silaphan (mixed media artist), Conrad Leach (figurative painter), Tony Pronier (sculpture).

In the trendy Paris quarter of Marais (Cloître des Billettes 24, Rue des Archives), **STARK.** will stage a press event within a fascinating location during the Men's Fashion Week at the beginning of the Haute Couture Shows on the 29th of June which will take place from 6 pm to 10 pm. One of the most famous medieval courtyards from historical churches in the heart of Paris will among others be the setting of the presentation of the avant-garde- fashion label *INTUITIVE* from Milan and is thus cooperating with **STARK.**

Furthermore **STARK.** is glad to announce its collaboration with Berlinfashion. TV (www.berlinfashion.de), the well-known Online-TV of the Berlin fashion and design scene which is produced by Freshmilk. TV (www.freshmilk.de).

For accreditation just sent us your company details, number of people who would like to join and the day you would like to visit via email and we will send you a confirmation back. All you then need to do is pick up your pass at the entrance.

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