

# BERLIN

— SHOW —

## ROOM

SPRING / SUMMER 2019

### THE CONCEPT

This season, the successful collaboration between Berlin Showroom, the Austrian Fashion Association and Mode Suisse will enter its third round as DACH Showroom. The joint venture, which proudly saw a 50% increase in visitors in its second season, is once again presenting in a popular and spacious location. The 350 sqm. room with its sweeping shop windows and situated next to the influential The Broken Arm store, will house 29 designer collections hailing from Berlin, Austria and Switzerland.

Nestled in the Marais —the heart of the fashion capital Paris— Berlin Showroom will showcase an exclusive selection from eleven designers, both internationally established fashion labels and up-and-coming, to a broad audience during Paris Fashion Week.

### THE DESIGNERS

#### Berlin Showroom:

Damur | Fomme | Friederike Haller Studio | Hänska  
Hien Le | Hui-Hui | Litichevskaya  
Nobi Talai | Tata Christiane | Velt | Vladimir Karaleev

#### Austrian Fashion Association:

Astrid Deigner | Dimitrije Gojkovic | Florian Jewelry  
GON | Kids of Diaspora | Moises Nieto | Mühlbauer  
P. Le Moul't | Published by | Sightline | Wendy Jim

#### Mode Suisse:

After Work Studio | Jacqueline Loekito | Julia Heuer  
Julian Zigerli | Nina Yuun | Rafael Kouto | Yvy

Directed by



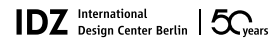
Financed by



Senate Department  
for Economics, Energy and  
Public Enterprises



Organised by



# BERLIN

— SHOW —

## ROOM

SPRING / SUMMER 2019

### DATES & LOCATION

Berlin Showroom at DACH Showroom	18 Rue Perrée 75003 Paris
September 28–October 2, 2018	From 10 am to 7 pm

### THE JURY

All Berlin Showroom labels have been carefully selected by an esteemed fashion jury that includes:

Camille Boyer – AFA Agency, Sales Manager  
Melissa Drier – WWD, Berlin Correspondent  
Herbert Hofmann – Voo Store, Head of Buying, Creative Director  
Florian Müller – Müller PR & Consulting, PR & Brand Consultant  
Dogukan Nesanir – Indie & Material Magazine, Fashion Director  
Prof. Valeska Schmidt-Thomsen – UdK Berlin, Managing Director Fashion Design  
Grit Thönnissen – Tagesspiegel, Style Director  
Tanja Mühlhans – SenWEB, Head of Creative, Media and Digital Economies/Projekt Zukunft  
Arne Eberle – Berlin Showroom & CE Magazine

### BERLIN SHOWROOM

Berlin Showroom unites the most exciting emerging and established Berlin designers under one roof and showcases their collection twice a year at Paris Fashion Week to a broad international audience.

Berlin Showroom was initiated by Projekt Zukunft/Berlin's Senate Department for Economics, Energy and Public Enterprises. It is largely financed by the programme 'Opening up New Markets' and the EFRE fund. The joint presentation is realised by IDZ Designpartner Berlin GmbH in cooperation with Arne Eberle press+sales and the Regional initiative Projekt Zukunft.

For further information, please refer to the Berlin Showroom's official [homepage](#). You can also find Berlin Showroom on [Facebook](#) and [Instagram](#).

Directed by



Financed by



Senate Department  
for Economics, Energy and  
Public Enterprises



Organised by

