



# Fashion in Berlin

The Place to Be

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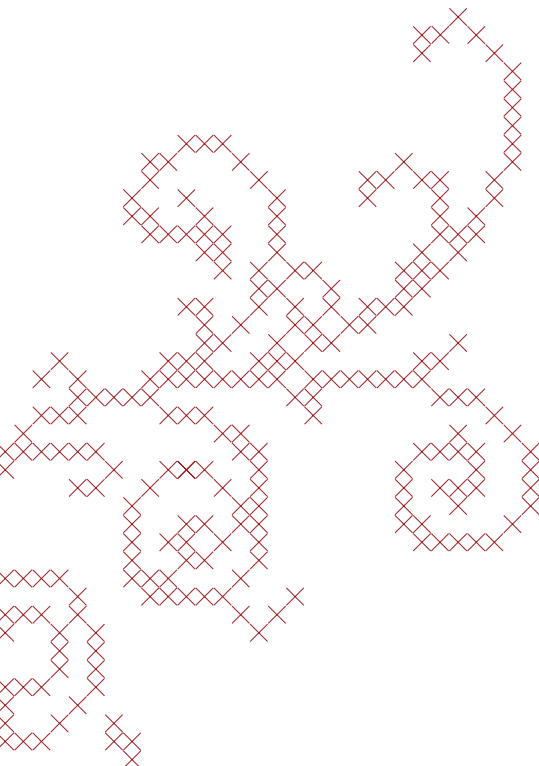


Walk of Fashion in Berlin-Mitte



The "Fashion Catwalk" at the Kunstgewerbemuseum (Museum of Applied Art)

Title: The HUGO store in the Rosenthaler Strasse



Berlin at the center of the expanding European Union

### Invest in Berlin

Berlin is Europe's new fashion center. The city offers unparalleled development potential to companies in the fashion industry. Over 800 trend-setting designers and labels work in the capital. The city's prominent industry networks and trade fairs also attract a large number of experts, consumers, fashion agencies and major international players. Berlin's unique concentration of seven fashion schools provides the high-quality education needed to train the top European designers of tomorrow. The cost of living and renting in Berlin is very favorable, especially in comparison to other fashion cent-

ers such as Paris, London and Milan. This open environment generates extraordinary creativity and all lifestyle types. Berlin is also the number one tourist destination in Europe and attracts an extensive intercontinental clientele. These shoppers come to Berlin for its unique mixture of brand name flagship stores and small independent shops run by up-and-coming stars. Over 5.4 million people live in and around Berlin and approximately 123 million people visit the capital each year. These two groups represent an above-average spending power and an attractive market for both established designers and innovative young professionals.



Issey Miyake at the Vitra Design Museum

Kate Moss by Helmut Newton

### Where decisions are made

Berlin is the political decision-making capital of Germany. The most important national industry associations and international corporations are located here.

### Where East and West meet for business

Berlin lies at the heart of the EU economic region with its 25 nations and 450 million inhabitants. The city functions as a strategic stepping stone between East and West. Over 200 institutions facilitate easy access to the emerging markets of Central and Eastern Europe, which are of particular interest to the fashion industry.

### Where creativity flourishes

Berlin's scientific, research and cultural landscape is unique in Europe. The city's creative atmosphere attracts young professionals from all fields of the fashion industry. In Berlin, the crossover of fashion, music, design, film and art becomes reality. Trend-setting products, services and business ideas emerge every day. The culture industry in Berlin regularly produces a turnover of over eight billion euro.

### Where cosmopolitan flair abounds

Berlin is a cosmopolitan city with a population of 3.4 million. Citizens from over 180 countries live in the capital and contribute significantly to its creative and inspiring atmosphere. Over 1,500 cultural events take place here every day alongside an exciting nightlife and a lively alternative music and art scene. Over 170 museums, 150 stages, 11 symphony orchestras and 300 cinemas make Berlin one of the world's foremost cultural cities.

### Where the living is easy

Berliners are surrounded by nature. One-fourth of the city's surface is made up of water, forest and parks. From renovated city neighborhoods to noble villas at the water's edge, the region offers attractive residential spaces at reasonable prices. Whether it be water sports, golfing or inline skating, everyone's favourite hobbies are available in Berlin.

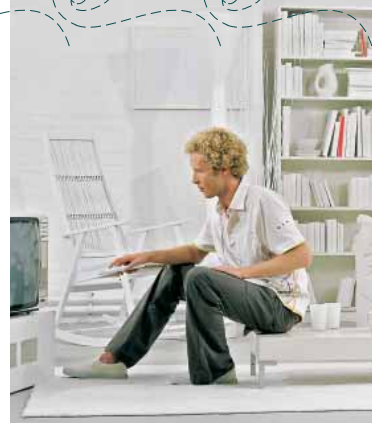
- The creative world has its eye on Berlin
- Major trends emerge from Berlin
- Affordable rental rates for shops, ateliers and showrooms
- The Nr. 1 tourist destination within Europe
- Above-average spending power in Berlin
- Wide selection of unusual event locations
- Comprehensive, industry-wide networks
- Government supports the fashion industry



New Design: The Fashion Floors at the KaDeWe

**Berlin has spirit, sparkle and spending power** Germany's capital is now the major European fashion center next to Milan and Paris. The city is an inspiration to international fashion and lifestyle photographers, trend scouts and designers from all the major houses. The "unfinished" feel of the city is a direct result of its turbulent and exhilarating history. Berlin's inimitable artsy look is incredibly "in" and has industry experts watching the city's every move. That certain sparkle, that *je ne sais quoi* makes Berlin unique in the world. Where else can you lead a comfortable and affordable life in a city that sets major international fashion trends? Berlin is always one step ahead of the pack – and this is exactly what sales agents, consumers and fashion designers from all over the world have come to love about the city. Berlin has affordable rates for shops, showrooms and ateliers that are far below the average of any other European urban areas. Visitors have their pick of a wide variety of accommodations ranging from loft apartments overlooking the rooftops of Berlin

to suites in the city's 16 five-star hotels. It's a fact: people who visit Berlin like to shop. Berlin is the Nr. 1 tourist destination within Europe and attracts a significant number of international consumers with above-average spending power. According to the Aengevelt Real Estate company, Berlin's absolute spending capacity was 56.6 billion euro in 2005. Berlin also has an excess of beautiful and unusual event locations in every size and category from baroque castles and classical industrial architecture to hip clubs and trendy locations. These unique spaces are available for photo shoots, fashion shows and events associated with the city's six major fashion fairs. Industries related to the fashion business have formed progressive and integrative networks that work in cooperation with the creative young talent at Berlin's seven fashion schools. They also support established fashion designers and their business partners and suppliers in all related matters – whether it be in sales, production or market internationalization.



aem'kei Summer Collection 2006

### Politics supports fashion

In Berlin, politics and the fashion industry work together. The governing mayor of Berlin, Klaus Wowereit, argues that "Berlin has a great future as the capital of designers and creative artists. The development of the city's identity as the capital of fashion – fashion as the combination of culture and lifestyle – has already begun." Berlin's Senator for Economics, Labour and Women's Issues, Harald Wolf, is head of the "Fashion Roundtable", which consists of select members of the city's fashion scene. This expert initiative supports the Berlin Fashion Week and works on behalf of the Fashion

Board. The "A Future for Berlin" Commission Enquiry placed the fashion industry at the top of its agenda as one of the most significant components of the culture industry. The Berlin Senate makes a great effort to create more business opportunities for young creative artists and for the entire value chain of the fashion industry. All possible spaces and experimentation fields, for example for an "interim use", are made available. Fashion companies – whether they be large conglomerates or small labels – receive quick and competent advice with regard to settling in Berlin and receiving financial support.

Berlin Senate Department for Economics, Labour and Women's Issues [www.berlin.de/sen/waf/register/mode.html](http://www.berlin.de/sen/waf/register/mode.html)  
 Fashion Week Berlin [www.fashion-week.de](http://www.fashion-week.de) ..... Commission Enquiry "A Future for Berlin" [www.parlament-berlin.de](http://www.parlament-berlin.de)  
 Culture Industry Report 2005 [www.berlin.de/sen/wiarbfrau/doku/wirtschaft/kulturwirtschaft.pdf](http://www.berlin.de/sen/wiarbfrau/doku/wirtschaft/kulturwirtschaft.pdf)

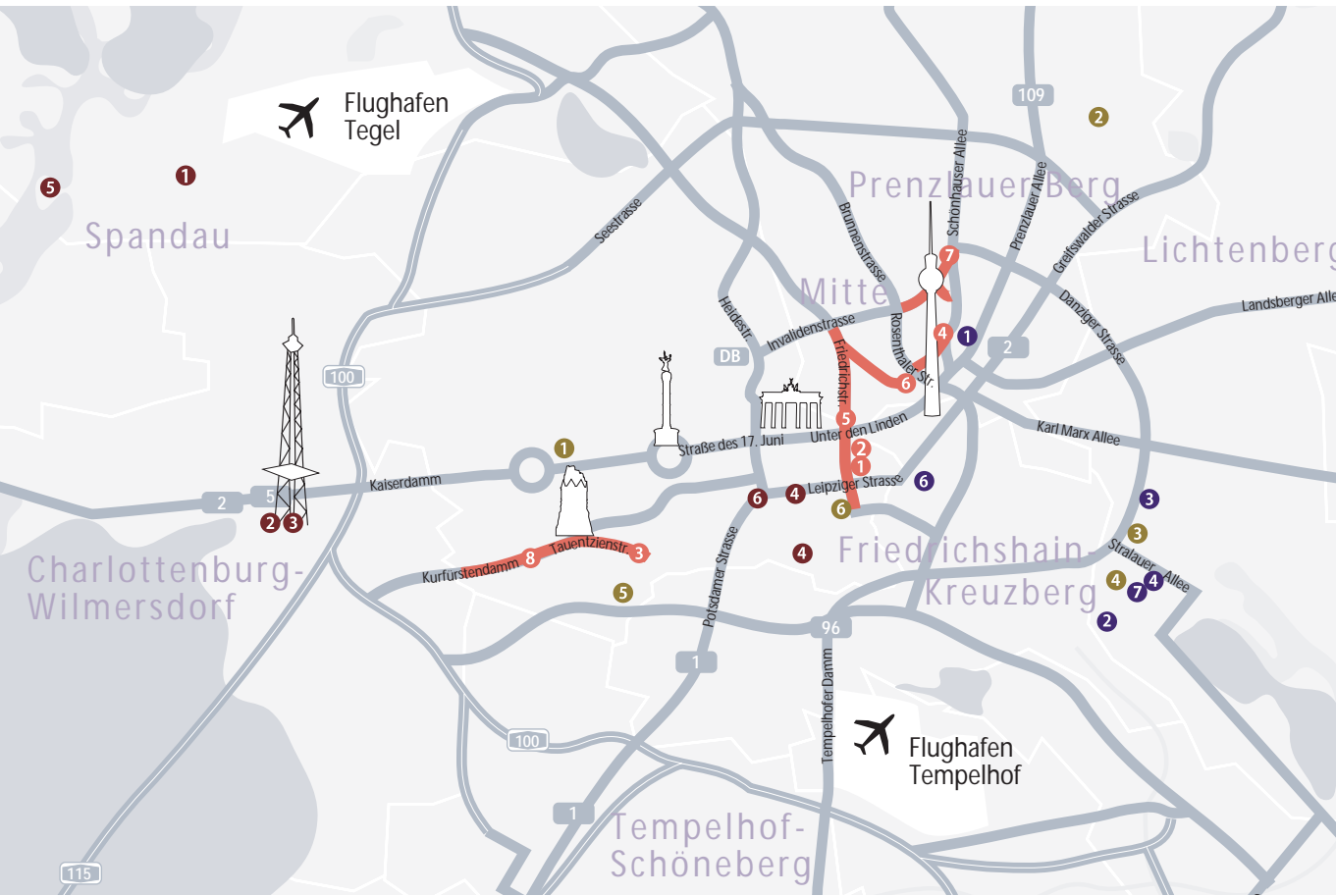


The Premium Store F95 on the Frankfurter Allee



**Markus Klosseck** Designer and Founder of aem'kei  
[www.aemkei.com](http://www.aemkei.com)

"My decision to move from New York to Berlin was prompted by my desire to be closer to the European market. Prices in Berlin are much more reasonable compared to New York. For my atelier and showroom and salaries I pay approximately half of what I would pay in NYC. But that's not the only reason. Aside from all the traveling I do, Berlin is the only city in Germany that inspires me. Berlin is a friendly city, and it has a great nightlife and a young alternative scene."



Shopping, Fashion Schools, Trade Fairs, Locations – A Selection



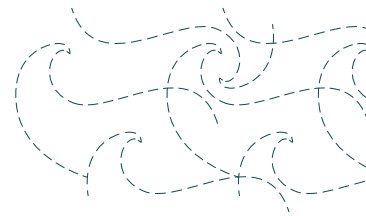
Galaxie Lafayette – The New Fashion Floor

Quartier 206 on the Friedrichstrasse

### Berlin – a shopper's paradise

Like every major metropolitan city, Berlin has several shopping districts from which to choose. The Friedrichstrasse and the Kurfürstendamm are the pendants to Madison and Fifth Avenues in New York City. Fashion aficionados find international haute couture and streetwear in countless flagship stores from Gucci and

Hermès to Adidas and Nike. Department stores such as the KaDeWe, "Quartier 206" and the Galeries Lafayette offer a wide selection of designs. They also feature special sections for creations from Berlin. Young and hip shoppers gravitate towards the trendy districts around the Hackescher Markt and Kastanienallee in Mitte and the Frankfurter Allee in Friedrichshain.





#### Fashion Design Schools

- 1 University of the Arts College of Architecture Media and Design, Strasse des 17. Juni 118, 10623 Berlin [www.udk-berlin.de](http://www.udk-berlin.de)
- 2 Berlin Weissensee College of the Arts School of Design, Bühringstrasse 20, 13086 Berlin [www.kh-berlin.de](http://www.kh-berlin.de)
- 3 Berlin College of Applied Sciences Department of Design, Warschauer Platz 6–8, 10245 Berlin [www.fhtw-berlin.de](http://www.fhtw-berlin.de)
- 4 ESMOD International Design School Berlin, Schlesische Strasse 29, 10997 Berlin [www.esmod.de](http://www.esmod.de)
- 5 Lette Foundation Berlin Public Foundation, Viktoria-Luise-Platz 6, 10777 Berlin [www.lette-verein.de](http://www.lette-verein.de)
- 6 OSZ Center for Textile Technology and Fashion Kochstrasse 9, 10969 Berlin [www.osz-bekleidung-mode.de](http://www.osz-bekleidung-mode.de)
- 7 BEST Sabel Education Center Technical School of Design, Vocational School of Design, Lindenstrasse 42, 12555 Berlin [www.best-sabel.de](http://www.best-sabel.de)

#### Trade Fairs

- 1 BREAD & butter Gartenfelder Insel, Gartenfelderstrasse 14–28, 13599 Berlin-Spandau [www.breadandbutter.com](http://www.breadandbutter.com)
- 2 B-in-Berlin Berlin Fairgrounds, 14055 Berlin [www.b-in-berlin.de](http://www.b-in-berlin.de)
- 3 5th Floor Messedamm 22, 14055 Berlin [www.fifth-floor-berlin.de](http://www.fifth-floor-berlin.de)
- 4 Premium Exhibition Berlin "The Tunnel" Leipziger Platz 1 (U-Bahn) and "The Station" Luckenwalderstrasse 4–6, 10997 Berlin [www.premiumexhibitions.com](http://www.premiumexhibitions.com)
- 5 Spirit of Fashion Eiswerderstrasse 18, Eventisland Eiswerder, 13585 Berlin-Spandau [www.spirit-of-fashion.com](http://www.spirit-of-fashion.com)
- 6 EuroFashion Week Sony Center at Potsdamer Platz, Kemperplatz 1, 10785 Berlin [www.eurofashionweek.com](http://www.eurofashionweek.com)
- 7 Durchreise Ullstein Haus, Mariendorfer Damm 1–3, 12099 Berlin [www.mode-center-berlin.de](http://www.mode-center-berlin.de)

#### Locations

- 1 Backfabrik Saarbrücker Strasse 36–38, Ecke Prenzlauer Allee, 10405 Berlin [www.berlin-fashion-showrooms.de](http://www.berlin-fashion-showrooms.de)
- 2 The Kiefholz Ateliers Kiefholzstrasse 1-4, 12435 Berlin Treptow [www.kiefholzateliers.de](http://www.kiefholzateliers.de)
- 3 Grünberger Courtyards Grünberger Strasse 44, 10245 Berlin [www.dreswild.de](http://www.dreswild.de)
- 4 Labels Berlin Osthafen, Stralauer Allee 10, Berlin [www.labels-berlin.com](http://www.labels-berlin.com)
- 5 Fashion Center Berlin GmbH Mariendorfer Damm 1–3, 12099 Berlin [www.mode-center-berlin.de](http://www.mode-center-berlin.de)
- 6 Wallcity Wallstrasse 16, 10179 Berlin [www.wallcity-showrooms.de](http://www.wallcity-showrooms.de)
- 7 Wasserschloss Schlesische Strasse 26, 10997 Berlin [www.armo.de](http://www.armo.de)

#### Shopping in Berlin

- 1 Quartier 206 Department Store Friedrichstrasse 71, 10117 Berlin [www.quartier206.com](http://www.quartier206.com)
- 2 Galeries Lafayette Friedrichstrasse 76 - 78, Ecke Französische Strasse, 10117 Berlin [www.galeries-lafayette.de](http://www.galeries-lafayette.de)
- 3 KaDeWe (Department Store of the West) Tauentzienstrasse 21-24, 10789 Berlin [www.kadewe.de](http://www.kadewe.de)
- 4 Alte/Neue Schönhauser Strasse
- 5 Friedrichstrasse
- 6 Hackescher Markt/Oranienburger Strasse
- 7 Kastanienallee/Oderberger Strasse
- 8 Kurfürstendamm/Tauentzienstrasse



**Anne Maria Jagdfeld** Owner and CEO of amj Holding and the Departmentstore at Quartier 206

[www.departmentstore-quartier206.com](http://www.departmentstore-quartier206.com)

"Our Departmentstore at Quartier 206 is the mother of all concept stores in Germany. When we started business on the Friedrichstrasse in 1996, there were only three other stores in the world that offered the same mixture of luxurious fashion, home decoration, cosmetics and accessories. We refine our concept each year. In addition to a selection of couture, we also have an increasing number of accessories from such names as Rochas and Lanvin, Dolce & Gabbana, Prada as well as from our own collection. Newcomers to our luxury store include a stationary corner and our own jewelry section featuring the first Hedi Slimane watch collection for Dior Homme. Our fine selection of luxury items in a comfortable ambiance has given us an international reputation for good shopping. When Madonna is in Berlin, she always includes a visit to Quartier 206. We profit immensely from the rise in the number of tourists from all over Europe and Russia, from Kuwait, the USA and Japan. Our mail-order clients visit us in person when they are in town for a congress or cultural event. Berlin is unlike any other city in the world. It has expanded at a remarkable pace in the past several years. Where else do you get the chance to contribute to the emergence a new metropolis? Only in Berlin."

- 800 fashion designers in Berlin
- All styles and segments represented
- Local labels winning over European catwalks and shops
- Hip fashion from Berlin in demand on the international stage



Trippen Flagship Store in Berlin's Hackesche Höfe

### Berlin attracts fashion designers from all over the world

Over 800 young and creative designers and fashion labels – including established names and international stars bursting out onto the scene – have transformed Berlin into the new fashion hotspot next to Paris and Milan. Berlin is a permanent fixture on the schedules of top designers and trend scouts from major fashion companies. The city's exuberant mixture and its hard edge make all the difference. Where else can you find vintage clothing and a vibrant "Berlin Style" subculture alongside Germany's fashion Czar, Wolfgang Joop. Where else do giants such as Kostas Murkudis and Unrath & Strano – the only Germans to show their glamorous evening wear and haute street couture at the Alta Moda in Rome and as "New Upcoming Designers" in Milan – work alongside the jail

collection "Häftling" ("prisoner"), which is sold world-wide on the Internet. Up-and-coming stars such as c.neon alias Doreen Schulz and Clara Kraetsch – with their asymmetrical cuts that challenge all general fashion trends – have been invited to work in London. Where else can you find Sisi Wasabi's "Trachten" jackets (traditional German dress catapulted into the 21st century) winning over international markets and joining more established labels such as Claudia Skoda, Evelyn Brandt and Wille. Where else can you find the award winning shoes made of alder, poplar and beech wood created by Trippen. Where else can you find the famous ic! Berlin eyewear systems that don't use screws. And yet, Berlin fashion labels do have one thing in common: they are sold in shops all over the world and continue to inspire the awe and enthusiasm of the fashion community.



**Wolfgang Joop** Fashion Designer and Founder of Wunderkind  
[www.wunderkind.de](http://www.wunderkind.de)

"In comparison to other major fashion centers, Berlin is more like a young girl. Young women are the most inspiring to me. They are curious, uncompromising and somehow never finished. Young people don't yet know how dangerous life can be.

My heart needs to beat in a radical rhythm for me to be seen and heard. I found my way to my true style here. The classlessness of Berlin fires my fantasy anew every day."

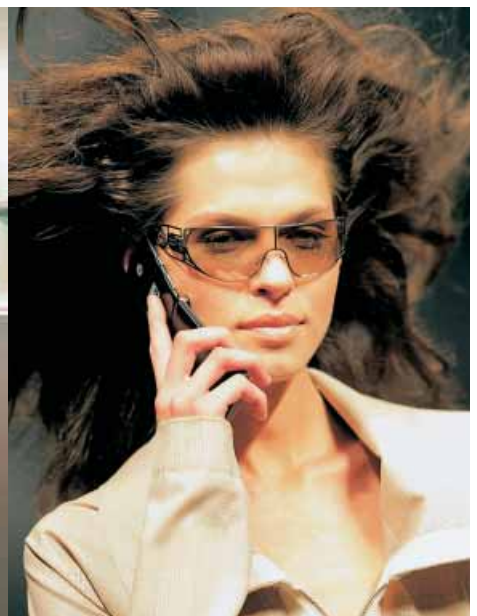


Mayer. Showroom, Große Hamburger Strasse in Berlin-Mitte

**Fashion Designers – A Selection** aem'kei [www.aemkei.com](http://www.aemkei.com) ..... BlackWhite [www.blackwhite-berlin.com](http://www.blackwhite-berlin.com) ..... Bless [www.blessshopberlin.de](http://www.blessshopberlin.de) ..... Evelin Brandt [www.evelinbrandt.de](http://www.evelinbrandt.de) ..... c.neon [www.cneon.de](http://www.cneon.de) ..... Choucroute [www.choucroute.de](http://www.choucroute.de) ..... Uli Dziallas [www.ulidziallas.com](http://www.ulidziallas.com) ..... Eastberlin [www.eastberlin.net](http://www.eastberlin.net) Eisdzieler [www.eisdzieler.de](http://www.eisdzieler.de) ..... Olaf Fechner [www.fechnerdesign.de](http://www.fechnerdesign.de) ..... Florinda Schnitzel [www.florindaschnitzel.de](http://www.florindaschnitzel.de) ..... Firma [www.firma.net](http://www.firma.net) ..... Frisch [www.frisch-berlin.de](http://www.frisch-berlin.de) ..... Gabriele Lipp [www.gabrielelipp.de](http://www.gabrielelipp.de) ..... Anna von Griesheim [www.anna-von-griesheim.de](http://www.anna-von-griesheim.de) ..... Hasipop [www.hasipop.de](http://www.hasipop.de) ..... Frank Henke [www.blackydress.de](http://www.blackydress.de), [www.jeanpaul.de](http://www.jeanpaul.de) ..... Hut up [www.hutup.de](http://www.hutup.de) ..... ic! Berlin [www.ic-berlin.de](http://www.ic-berlin.de) ..... Icke Berlin [www.icke-berlin.de](http://www.icke-berlin.de) ..... Just MariOt [www.justmariot.com](http://www.justmariot.com) ..... Kaviar Gauche [www.kaviargauche.com](http://www.kaviargauche.com) ..... Kostas Murkudis [www.kostasmurkudis.com](http://www.kostasmurkudis.com) ..... Lala Berlin [www.lalaberlin.com](http://www.lalaberlin.com) ..... Frank Leder [www.frank-leder.com](http://www.frank-leder.com) ..... Lucid 21 [www.lucid21.net](http://www.lucid21.net) ..... Majaco [www.majaco-berlin.de](http://www.majaco-berlin.de) ..... Mayer [www.mayer-berlin.com](http://www.mayer-berlin.com) ..... milk berlin [www.milkberlin.de](http://www.milkberlin.de) ..... Nix [www.nix.de](http://www.nix.de) ..... Paltó [www.palto-berlin.com](http://www.palto-berlin.com) ..... Esther Perbandt [www.estherperbandt.com](http://www.estherperbandt.com) ..... Pulver [www.pulver-studio.de](http://www.pulver-studio.de) ..... Anett Röstel [www.anett-roestel.de](http://www.anett-roestel.de) Sarah Be [www.heartbo.com](http://www.heartbo.com) ..... Sisi Wasabi [www.sisiwasabi.com](http://www.sisiwasabi.com) ..... Claudia Skoda [www.claudiaskoda.com](http://www.claudiaskoda.com) ..... taklingmeanstrouble [www.talkingmeanstrouble.com](http://www.talkingmeanstrouble.com) Thatchers [www.thatchers.de](http://www.thatchers.de) ..... Trippen [www.trippen-shoes.com](http://www.trippen-shoes.com) ..... Umlauf & Klein [www.umlaufundklein.de](http://www.umlaufundklein.de) ..... Unrath & Strano [www.unrath-strano.com](http://www.unrath-strano.com) von Wedel & Tiedeken [www.vonwedel-tiedeken.de](http://www.vonwedel-tiedeken.de) ..... Wunderkind by Wolfgang Joop [www.wunderkind.de](http://www.wunderkind.de) ..... Zeha [www.zeha-berlin.de](http://www.zeha-berlin.de)

ic! berlin Shop in Taipei, Taiwan

ic! berlin Sunglasses Collection and Motorola RAZR V3 Mobile Collection by Unrath & Strano in Milan





The new Unrath & Strano – Shop in Dubai, United Arab Emirates

**Zerlina von dem Bussche and Carolin Sinemus**  
Designers and Founders of Sisi Wasabi [www.sisiwasabi.de](http://www.sisiwasabi.de)

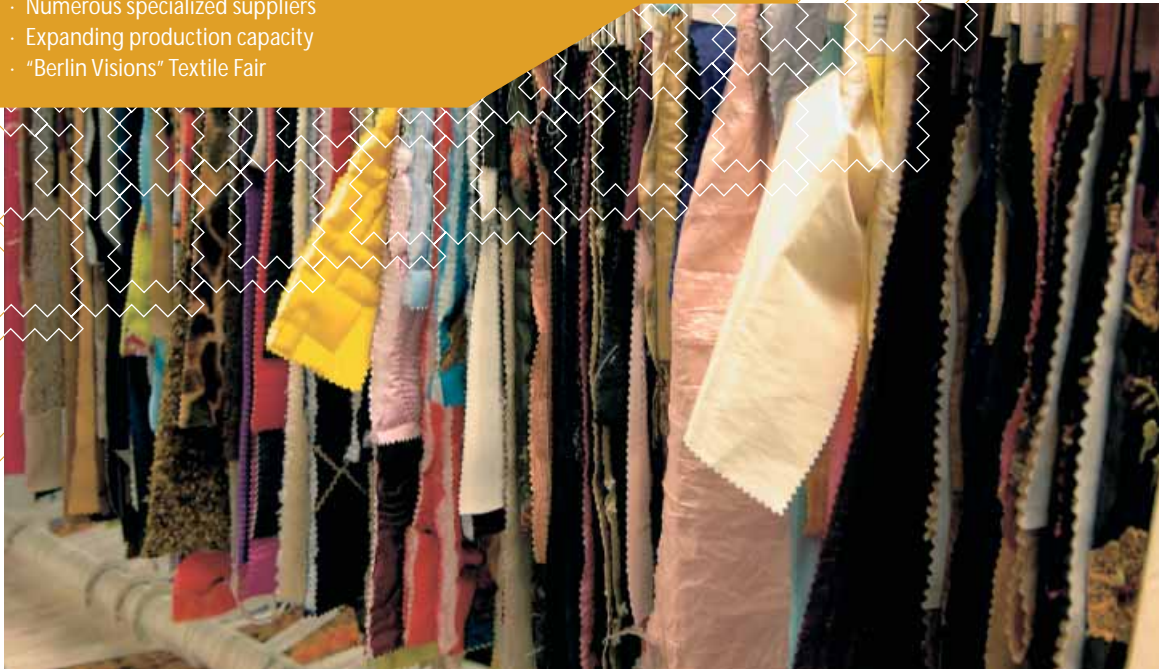


“After our studies at the Esmod Berlin, we immediately began selling our designs abroad at the Premium Exhibition in 2004. Today you can find our creations in 30 exclusive shops in ten major cities including Tokyo, Chicago, Los Angeles, Paris and Zurich. We still can’t believe that our designs are hanging next to Gucci and Prada. But we did set high goals from the very beginning and we’re still determined to establish ourselves on the international fashion scene. We take advantage of our ‘Berlin bonus’ on a regular basis. Our home town is considered totally cool and exciting abroad. And it really is. Berlin is not a ‘uniformed’ city. It has more than enough space for new and exciting ideas.”



MTV Designerama On Stage with Sisi Wasabi at the Arena, Berlin-Treptow

- Approximately 35 local manufacturers
- Numerous specialized suppliers
- Expanding production capacity
- "Berlin Visions" Textile Fair



Approximately 220 collections at the "Berliner Visions" Textile Fair at the Berlin Fashion Center [www.mode-center-berlin.de](http://www.mode-center-berlin.de)

### Sample collections and small series made in Berlin

Designers in Berlin have their collections manufactured in countries such as Portugal, Turkey and China, but they can also just as easily have their sample and limited series produced right here in the city, in the surrounding state of Brandenburg or next door in Poland. They have an excellent network of workshops at their fingertips including external suppliers, manufacturers of individual parts and final production facilities. Hundreds of seamstresses specialize in avant-garde designs from Berlin

– and their numbers are increasing. Approximately 35 small manufacturers are located here, with another dozen in Poland. Whether it be at Top Kreativ Cottbus or at Schneiderei Pawlik and Wissam Manana in Berlin – creative designers can be sure that their collections will be handled in a professional manner from the first cut and sample all the way to the final series in the shop. Designpool.berlin acts as a liaison between designers and manufacturers – whether it be for fabric or leather. Berlin also has local textile printers that produce individualized fabric and motif prints.

**Small Manufacturers and Suppliers:** An overview at the Business Location Center [Business Location Center www.businesslocationcenter.de/mode](http://www.businesslocationcenter.de/mode)  
**Service Providers** [Schneiderei Pawlik www.cylex-branchenbuch-berlin.de/firma-home-berlin/pawlik--renata-2654503.html](http://www.cylex-branchenbuch-berlin.de/firma-home-berlin/pawlik--renata-2654503.html) ..... [Wissam Manana www.wissam-manana.de](http://www.wissam-manana.de) ..... [www.m-a-p-berlin.de](http://www.m-a-p-berlin.de) ..... [designpool.berlin www.designpool.berlin.de](http://designpool.berlin) ..... [Panama www.panama-berlin.de](http://panama-berlin.de) ..... [Black Star Textildruck www.cotton.de](http://blackstar-textildruck.de)  
[Textil-Börse Vertrieb und Produktions GmbH www.id-outfit.de](http://textil-borse-berlin.de) ..... [the worldshop www.theworldshop.de](http://theworldshop.de) ..... [Fachhandelshaus für Werbetechnik, Siebdruck, Werbe-Textilien und Dekosysteme Schulze www.schulze-berlin.com](http://fachhandelshaus.de) ..... [Esmod www.esmod.de](http://esmod.de) ..... [Berliner Produktionsplattform www.bep-berlin.de](http://berliner-produktionsplattform.de)

### Expanding Production Capacity

The booming fashion industry in Berlin has led to an increase in the importance of the regional sewing industry. In Autumn 2006, Berlin's Esmod School will start an innovative manufacturing program involving specialists and high-tech equipment to produce small collections from start to finish. Students at Berlin's College of Applied Sciences Berlin (FHTW) are currently working on a "Berlin Production Platform" with the support of the Berlin Chamber of Commerce

and Industry (IHK) and the Senate Department for Economics, Labour and Women's Issues. Their goal is to create a professional production facility – including the space, expert personnel, state-of-the-art equipment and business plan – as well as special machines for work on button holes, sleeves, fur and leather. The facility will also feature specialists who sew professionally and are also able to digitalize cuts. The FHTW is currently considering the implementation of the submitted suggestions.

- Seven fashion fairs with over 1000 summer and winter collections
- Wide range of urban wear, sportswear, street couture, high fashion and men's and women's wear
- Berlin's catwalks feature international brand names such as Wunderkind by Wolfgang Joop, Boss, Adidas, Puma and Yamamoto
- Awards for fashion critics and fashion in film
- Two fashion catwalks running through Berlin



BREAD & butter, Berlin – Summer 2005: Eva Padberg meets the Westwood graduating class

Premiere of the new BOSS Orange Women's Collection

**The international fashion world at its feet**

Twice a year, the heart of the Berlin fashion world beats in a distinctly pre-order rhythm and the capital becomes the Mecca of the international fashion world. The city's fashion calendar is becoming more packed. Seven industry fairs with over 1000 collections attract increasing numbers of buyers from all over the world. The "BREAD & butter" fair brings trendy street wear together with designer jeans and features the "Milk and Honey" ladies' collection. The "Premium" fair features exclusive women's and men's collections by international designers. The "B in Berlin" takes place at the same

time and features men's wear by commercially successful brand names. Starting in spring 2006, the "5th Floor" fair for women's wear will also take place simultaneously with the "B-in-Berlin". The "Spirit of Fashion" is unique on the continent: it specializes in extravagant fashion from the fields of punk, rock and roll, gothic and glam rock and features the latest in underground styles. The "Euro Fashion Week" represents a major opportunity for young and/or established designers from all over the world who have their eye on the European market. In February 2006, the celebrated Berlin Durchreise took place for the 175th time.

Fashion Fairs BREAD & butter [www.breadandbutter.com](http://www.breadandbutter.com) ..... Premium Exhibitions [www.premiumexhibitions.com](http://www.premiumexhibitions.com) ..... B-in-Berlin [www.b-in-berlin.de](http://www.b-in-berlin.de)  
 5th Floor [www.fifth-floor-berlin.de](http://www.fifth-floor-berlin.de) ..... Spirit of Fashion [www.spiritoffashion.com](http://www.spiritoffashion.com) ..... EuroFashion Week [www.eurofashionweek.com](http://www.eurofashionweek.com)  
 Berliner Durchreise [www.berlinerdurchreise.de](http://www.berlinerdurchreise.de)

**Karl-Heinz Müller, Wolfgang Ahlers and Kristyan Geyr**  
 Founders and Managing Directors of BREAD & butter Berlin [www.breadandbutter.com](http://www.breadandbutter.com)

"Berlin's fractures and its constant mobility represent exactly the lifestyle and progressive mix of styles that we show at BREAD & butter. We have expanded our headquarters here for this very reason. Berlin is a fantastic base from which to expand globally and reach new markets abroad. BREAD & butter in Barcelona was our second successful step. Our strong brand name will allow us to go much further. We are currently expanding our activities in the USA and Japan. An international fashion award on the level of an 'Oscar' would provide the first spark."



### The city as stage and catwalk

Major international brand names and designers take advantage of Berlin's countless unique locations and backdrops to present their fashion shows during trade fairs and industry events. Names such as Wunderkind by Wolfgang Joop, Boss, Adidas, Puma and Yamamoto make international headlines with their extraordinary shows at stages in abandoned subway stations, old cable factories, the famous Deut-

sche Oper opera house, the rundown "Palace of the Republic", the old GDR Politbüro offices, in old churches and rail stations. Designers also use the private suites of Berlin's 16 five-star hotels to show their creations to exclusive groups and members of the press. The "Walk of Fashion" in Mitte and the "Global City Fashion Festival" on the Kurfürstendamm bring two open-air catwalks to Berlin, fascinating onlookers and experts alike.



Former Siemens Cable Factory – Location for the BREAD & butter

Premium Exhibitions in Summer 2005

### And the winner is ...

Donna Karan and Karl Lagerfeld have both won the renowned Lucky Strike Designer Award given out annually in Berlin. Former prize-winners include such international stars and photography legends as Philippe Starck, Richard Sapper, Bruno Sacco and Peter Lindbergh. Three awards top the list of highly valued young talent honours: the Moët & Chandon Fashion Debut, the Premium Young Designers Award and the

Beck's Fashion Experience. While Berlin's fashion journalists have been awarding the "Goldene Nase" to the most creative German designers since 1976, the "Großer Preis" International Fashion Design Berlin Award will be given out for the first time in 2007. The B-in-Berlin Film Award, which is awarded by the Fashion Fair each year to the most outstanding young directors for their short films dealing with fashion, is unique in the world.

**Awards** Raymond Loewy Foundation [www.raymondloewyfoundation.com/luckystrike](http://www.raymondloewyfoundation.com/luckystrike) ..... Drews [www.drewsstoffe.de](http://www.drewsstoffe.de) ..... Beck's Fashion Experience [www.becks-fashion.de](http://www.becks-fashion.de)  
**Catwalks** Walk of Fashion [www.walkoffashion.de](http://www.walkoffashion.de) ..... Global City Fashion Festival [www.bc-event.de/docs/event.htm](http://www.bc-event.de/docs/event.htm) ..... Engee [www.engee.de](http://www.engee.de)

### Anita Bachelin and Norbert Tillmann

Managing Directors of Premium Exhibitions GmbH [www.premiumexhibition.de](http://www.premiumexhibition.de)



"We are the only ones who can pick and choose from the very best. At our shows in the 'Postgüterbahnhof' and at Potsdamer Platz, we create a unique mixture of major designers' women's and men's collections, luxurious street wear, sportswear, designer denims, accessories and shoes as well as exclusive scents. We also feature young designers whom we have supported from the very beginning. International buyers are always looking for that special something and our trend-setting mixture definitely captures the spirit of the times. Berlin is the ideal location for our upscale lifestyle order platform for so many reasons, including its strategic geographical position as the stepping stone to the emerging EU markets in the east. In 2006, we will be expanding our location 'The Station' to a total space of 17,000 square meters."

- World-class cultural metropolis
- Major festivals and fashion fairs with numerous awards
- Home of many prominent names from politics, culture, business and entertainment
- Political decision-making center with many high-ranking economic summits and galas
- Major news center with live broadcasts from all over the world



Claudia Schiffer at the Opening Gala of the Berlin International Film Festival ..... Berlin's Governing Mayor, Klaus Wowereit, with Sabine Christiansen and Jörn Kubicki at the Philharmonic during an official state visit by England's Queen Elizabeth II ..... Cate Blanchett and Leonardo DiCaprio at the German premiere of "The Aviator"

Festivals, Prizes, Awards ADC [www.adc.de](http://www.adc.de) ..... Aids gala [www.aids-stiftung.de](http://www.aids-stiftung.de) ..... Federal Press Ball [www.bundespresseball.de](http://www.bundespresseball.de) ..... Bunte New Faces Awards [www.bunte.t-online.de](http://www.bunte.t-online.de) ..... German Film Awards [www.deutscherfilmpreis.de](http://www.deutscherfilmpreis.de) ..... Echo [www.echo-deutscher-musikpreis.de](http://www.echo-deutscher-musikpreis.de), [www.echopop.de](http://www.echopop.de) ..... Effie [www.gwa.de](http://www.gwa.de) European Film Award [www.europeanfilmacademy.org](http://www.europeanfilmacademy.org) ..... "Goldene Henne" Award [www.goldenehenne.de](http://www.goldenehenne.de) ..... "Goldene Kamera" Award [www.goldenekamera.de](http://www.goldenekamera.de) "Goldenes Lenkrad" Award [www.axelspringer.de](http://www.axelspringer.de) ..... Internationale Filmfestspiele Berlin [www.berlinale.de](http://www.berlinale.de) ..... Lucky Strike Designer Award [www.raymondloewyfoundation.com/luckystrike](http://www.raymondloewyfoundation.com/luckystrike) ..... MTV Designerama [www.mtv.de/designerama](http://www.mtv.de/designerama) ..... NEO Awards [www.neo-award.de](http://www.neo-award.de) ..... Popkomm [www.popkomm.de](http://www.popkomm.de)

Dieter Kosslick Director of the Berlin International Film Festival [www.berlinale.de](http://www.berlinale.de)



"Berlin is a major fashion and cultural metropolis that attracts creative minds from all over the world. The city has a wild club scene and a vast subculture thriving alongside world-class cultural events. In the past several years, the film and media community has increasingly used Berlin as a location for their major meetings. In addition to the International Film Festival, we also host the German Film Awards and the 'First Steps' Young Talent Awards. Berlin's diverse cultural landscape is an excellent place for the fashion scene to flourish. Young Berlin designers are taking over the catwalks and their collections are also increasingly popular in the film industry. Berlin is far and beyond the best place in the world to experience the inimitable combination of film, media and fashion. If it were the 'roaring 50s', I would say Berlin really dresses up!"

MTV Designerama On Stage with Lala Berlin ..... Mariah Carey at the 14th Annual Echo Awards ..... Festive Opera Gala for the German AIDS Foundation with soprano Sumi Jo



Klaus Unrath and Ivan Strano Fashion Designers and Managing Directors of Unrath & Strano [www.unrath-strano.com](http://www.unrath-strano.com)

"Our evening wear is almost too extreme for the German market. Still, many prominent German women such as Nadja Auermann, Franziska van Almsick, Muriel Baumeister, among others, choose to wear our creations. We enjoy even greater success on the international scene. Our clients from Moscow, Riad, Syria, the UAE and Great Britain love our luxurious evening gowns in stunning colors. They also value the private atmosphere in our atelier and are happy to make a special trip to Berlin. We recently opened our first exclusive boutique in Dubai where we offer complete outfits and our first eyewear collection. We have our eyes set on making a name for ourselves in Hollywood as part of the Oscar Awards and the Golden Globes."



### Eccentricity meets Elegance

In the evening, Berlin transforms into one vast red carpet with flashbulbs flashing, camera teams scurrying and VIP limos crowding the entrance. Many receptions, galas, award presentations and high-ranking business meetings take place here every night. During the city's Fashion Week, you'll find the Berlin's fashion elite at shop openings, awards ceremonies and glamorous nightclubs. The film industry celebrates the Berlin International Film Festival each year with stars from all over the world. Major film premieres are put on every month and European and German film awards are presented here each year. Many international stars are regular guests in Berlin and countless prominent names from film, TV, theatre and music have their home base in Berlin. They enjoy the international flair that Germany's capital exudes. They also love the street couture, urban

elegance and high fashion produced by local designers. Berlin attracts personal stylists and fashion enthusiasts looking for inspiration – whether it be a gown for the Aids Gala or the Federal Press Ball or an outfit for the Echo Awards, MTV Designerama Awards or the New Faces Awards. Berlin designers know what it means when celebrities wear their creations at such ceremonies: this kind of exposure helps them become well-known throughout Germany and the world via countless national and international correspondents for major magazines such as "Gala", "Bunte" and "Stern" as well as MTV, BBC, CNN, France2, RAI and TVE, all of whom have capital offices in Berlin. 2006 will be yet another amazing year as a result of the Football World Cup. Several major high-ranking events will bring guests from all over the world to Berlin during this unique sporting event.

- Seven specialized fashion schools with approx. 300 graduates annually
- Excellent training opportunities with international fashion stars as instructors
- Graduates from Berlin work at the top fashion houses
- Young Berlin designers receive countless awards



2005 Graduate Fashion Show at the Berlin-Weißensee College of the Arts

Défilé 2005 of the Westwood class at the Berlin University of the Arts

**Fashion Schools** Berlin University of the Arts, Institute for Fashion and Textile Design [www.udk-berlin.de](http://www.udk-berlin.de) ..... Berlin Weißensee College of the Arts, School of Design [www.kh-berlin.de](http://www.kh-berlin.de) ..... Berlin College of Applied Sciences, Department of Design [www.kd.fhtw-berlin.de](http://www.kd.fhtw-berlin.de) ..... Esmod Berlin, École Supérieure des Arts et Techniques de la Mode, International Design School [www.esmod.de](http://www.esmod.de) ..... Lette Foundation Berlin, School of Photography, Graphic Design and Fashion Design [www.letteverein.de](http://www.letteverein.de) OSZ Center for Textile Technology and Fashion [www.osz-bekleidung-mode.de/index.htm](http://www.osz-bekleidung-mode.de/index.htm) ..... BEST Sabel Education Center, Technical School of Design, Vocational School of Design [www.best-sabel.de](http://www.best-sabel.de) ..... **Young Talent Awards** Moët & Chandon Fashion Debut [www.moet.de](http://www.moet.de) ..... Beck's Fashion Experience [www.becks-fashion.de](http://www.becks-fashion.de) Großer Preis International Fashion Design Berlin Award [www.drewsstoffe.de](http://www.drewsstoffe.de) ..... Premium Young Designers Award [www.premiumexhibitions.com](http://www.premiumexhibitions.com)

### Young Designers on Their Way to the Top

Berlin has the most educational facilities for fashion and garment design in Europe. Seven design schools provide their students with a high standard of international instruction. The educational spectrum ranges from artistic to production-oriented instruction. Young designers are also given the practical training necessary to create their own businesses. Annual fashion shows given by graduating classes at

Esmod and the Berlin University of the Arts are considered the most important shows for up-and-coming designers on the German fashion scene. This is where the national and international fashion industry comes to look for new talent. International fashion names and shooting stars play a large part in Berlin's excellent educational system by regularly leading workshops and acting as instructors.



**Marithé and François Girbaud** French Fashion Legends and Jury Members of the 2005 Graduate Collection at the Esmod Berlin [www.girbaud.com](http://www.girbaud.com)

"We fill up on energy every time we're in Berlin. The city is so alive and there are so many different cultures and lifestyles. On the fashion scene as well. We really value the quality training given to young talent at the Esmod Berlin, especially in international comparison. We're more than happy to support ESMOD's directors, Silvia Kadolsky and Dorothea Beisser, and we're delighted about the major success that their graduates continue to enjoy."

**Friederike von Wedel-Parlow** Graduate and Instructor at the Berlin University of the Arts' Institute for Experimental Design and founder of Wedel&Tiedeken  
[www.vonwedel-tiedeken.de](http://www.vonwedel-tiedeken.de)

"For many graduates, the ten years that Vivienne Westwood taught at the Berlin University of the Arts (UdK) were the stepping stone to an international career. Some are now working as designers at Gucci and Dunlop, others at Wolfgang Joop and Vivienne Westwood in London. Many are successful stylists for brand names such as Coca-Cola, Adidas and Nike. Some work as costume designers and others have founded their own labels in London and Berlin. We are breaking new ground at the UdK Berlin. We play host to prominent international designers such as Walter von Beirendonck (Antwerp 6), Yvan Mispelaere (Cloé) and Jean-Charles de Castelbajac, all of whom conduct workshops here. And we are still looking for a successor to take up the the Westwood professorship. We also feature the talents of Professors Valeska Schmidt-Thomsen (Costume National) and Grit Seymour (Boss Woman und Label Tape)."



Moët & Chandon Fashion Debut

Catwalk and Backstage at the 2005 Esmod Berlin Fashion Show

### 30paarhaende – 30pairsofhands

#### Collections from a Student-run Company

Since 2001, students in their 7th semester in the Fashion Department of the FHTW under the guidance of Prof. Uwe Janssen have produced and managed a summer and winter collection each semester, as well as their own fashion label, with the name 30paarhaende (30pairs-of-hands). Their collections are shown at fashion fairs such as the Premium and are available in their own shop located directly at the college as well as at other stores throughout Germany.  
[www.30paarhaende.de](http://www.30paarhaende.de)

### Young Talent Awards

Lucrative young talent awards in the categories Men's and Women's Wear and Accessories are awarded on an annual basis under the critical eye of prominent juries in Berlin. They include such awards as the Moët & Chandon Fashion Debut, the Premium Young Designers Award and the Beck's Fashion Experience. In 2007, the Drews Textile Company will once again hand out the "Großer Preis" International Fashion Design Berlin Award. In addition to this, young students and upcoming graduates from Berlin's many fashion schools are regular finalists in international awards such as the Hempel Award China International Young Fashion Designers Contest 2005 in Beijing.

- Excellent cost effectiveness for commercial space
- Rental rates for flagship stores in top locations are considerably under the European average
- Attractive loft spaces, ateliers and showrooms in the city and directly on the waterfront
- Unique working environment in renovated historical buildings
- All-purpose commercial space available in all sizes from small units to several thousand square meters



#### Your contact agency

is Berlin Partner GmbH and the online real estate portal of the Business Location Center  
[www.businesslocationcenter.de](http://www.businesslocationcenter.de)

#### Fashion Center Berlin

Management-Verwaltungs GmbH  
 Mariendorfer Damm 1–3, 12099 Berlin  
[www.mode-center-berlin.de](http://www.mode-center-berlin.de)

#### Contact

Cornelia Grahl  
 T: + 49 30 70095-166, F: -501  
[c.grahl@mode-center-berlin.de](mailto:c.grahl@mode-center-berlin.de)

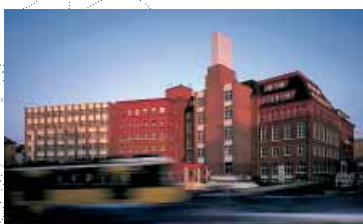
#### Fashion Labels

Airfield, Apriori, Betty Barclay, Blacky Dress, Brax, Burlington, Cambio, esprit, Gardeur, Gerry Weber, Luisa Cerano, MAC, Marc Aurel, MEXX, Olsen, Otto Kern, Oui, Passport, Puma, Reebok, Rosner, s.Oliver, Steilmann, Tom Tailor, TUZZI

#### Top Locations in the City and Along the Spree

Berlin offers the international fashion industry a unique range of spaces for all purposes at affordable rates. Rental prices begin at five euro per square meter per month. For luxurious retail space in Berlin's top locations in and around the Kurfürstendamm, Friedrichstrasse, Hackescher Markt and in Prenzlauer Berg, prices extend to approximately 180 euro per square meter. These rates are considerably below the average in Germany and in other European metropolitan areas. The selection of spaces in Berlin ranges from sunny, art nouveau ateliers and showrooms to old, renovated warehouses of all sizes. For the past 15 years, the **Fashion Center Berlin** in the historical **Ullsteinhaus** has been Berlin's top fashion address featuring 500 collections over a space of 45,000 square meters. Numerous agencies and fashion labels

have moved to waterside locations on both sides of the Spree River in Friedrichshain and Kreuzberg. Starting in the summer of 2006 at the Osthafen port area, "**Labels Berlin**" will have set up a new showroom center with a unique flair for international fashion. Hugo Boss, Marc Cain and Orwell committed to the space even before construction began. The label s.Oliver will also be moving its international creative center here. Other top fashion industry locations are the **Wasserschloss**, the **Kieffholz Ateliers** in Kreuzberg, the **Grünberger Courtyards** in Friedrichshain and the **Backfabrik** between Alexanderplatz and Kollwitzplatz. **Wallcity** at the historical center of Berlin is the showcase for the collection of Yohji Yamamoto and the home of the Klauer fashion agency.



### Backfabrik

Saarbrücker Strasse 36–38  
at Prenzlauer Allee, 10405 Berlin  
[www.berlin-fashion-showrooms.de](http://www.berlin-fashion-showrooms.de)

### Contact

Christiane Schacht  
T: + 49 30 440316-11, F: -12  
[c.schacht@backfabrik.de](mailto:c.schacht@backfabrik.de)

### Fashion Labels

TAKE TWO, Indian Rose, Indian Rags, Pepe  
Shoes, ic! berlin



### The Kieffholz Ateliers

Kieffholzstrasse 1-4, 12435 Berlin Treptow  
[www.kieffholzateliers.de](http://www.kieffholzateliers.de)

### Contact

Hartmut Mosdzen Immobilien  
Hartmut Mosdzen  
T: + 49 30 337749-49, F: -420  
[info@mosdzen-immobilien.de](mailto:info@mosdzen-immobilien.de)

### Fashion Labels

Trippen, Stefke Design, SALTO, Esther Melhorn  
Mode, Ingrid Dewulf, Trendscouting



### Grünberger Courtyards

Grünberger Strasse 44, 10245 Berlin

### Contact

Dres. Wild Grundstücks-  
verwaltungsgesellschaft bR,  
Am Schlangengraben 3–5,  
13597 Berlin  
Ellen Tiemann  
T: + 49 30 33087-200, F: -143

[ellen.tiemann@wild.de](mailto:ellen.tiemann@wild.de)  
[www.dreswild.de](http://www.dreswild.de)

### Fashion Labels

Ben Sherman, Pepe Jeans, Replay



### Labels Berlin

BEV Bergheim Errichtungs- und  
VerwaltungsGmbH  
Haspingerstrasse 197, A-6100 Seefeld

### Contact

Robert Weithaler  
T: + 43 5212 526-15, F: -1515  
[info@labels-berlin.com](mailto:info@labels-berlin.com)  
[www.labels-berlin.com](http://www.labels-berlin.com)

### Fashion Labels

Hugo Boss, Marc Cain, Orwell



### Wallcity

Wallstrasse 16, 10179 Berlin  
[www.wallcity-showrooms.de](http://www.wallcity-showrooms.de)

### Contact

Gebr. John von Freyend GBR  
T: + 49 172 9564163  
[berlin@jvfgbr.de](mailto:berlin@jvfgbr.de)

### Fashion Labels

John Varvatos, La Martina, B'SBEE, CP Company,  
Stone Island, Pirelli, Coast Weber Ahaus, Gianni  
Barbato



### Wasserschloss

ARMO Verwaltungsgesellschaft mbH  
Schlesische Strasse 26, 10997 Berlin

### Contact

Solvig Adler  
T: + 49 30 41120-08, F: -09  
[adler@armo.de](mailto:adler@armo.de), [www.armo.de](http://www.armo.de)

### Fashion Labels

MK-Klosseck GmbH + Co.KG,  
Eyegasm Modeagentur + Showroom,  
On Time PR GmbH

- Six fashion and design networks
- Two fashion and textile associations
- High-profile fashion magazines in Berlin



At different locations: Shops by berlinerklamotten

**Lennart Jondral, Birgit Kaufuss and Eike Wendland**  
 Founders and Managing Directors of berlinerklamotten  
[www.berlinerklamotten.de](http://www.berlinerklamotten.de)

"We just set up our new online shop for 106 Berlin designers at [www.berlinerklamotten.net](http://www.berlinerklamotten.net). This way their products can be sold all year round. Otherwise, we focus on the mobility and quick transfer of our temporary shops in Berlin. We moved from the old Reichsbahn building at Potsdamer Platz to a store at the Hackescher Markt and back again to the Friedrichstrasse, where we showed a selection of high fashion and street wear, including bags and jewelry, for several months. In Berlin, it's pretty normal to make these quick location changes, whether it be in the fashion world or in the club scene. Our concept attracts a lot of international attention and a lot of designers from all over Europe, which is why we're going to have an international corner in our next temporary shop. We would also be interested in trying out our concept in other European and Asian cities."



**Networks** [berlinerklamotten www.berlinerklamotten.de](http://berlinerklamotten.de) ..... [Berlinomat www.berlinomat.com](http://Berlinomat.com) ..... [Modesearch www.modesearch.de](http://Modesearch.de) ..... [Berlin-Brandenburg Association of the Textile and Clothing Industry Bkitex.berlin@berlin.de](http://Berlin-Brandenburg Association of the Textile and Clothing Industry Bkitex.berlin@berlin.de) ..... [Associations Confederation of the German Textile and Fashion Industry www.textil-online.de](http://Associations Confederation of the German Textile and Fashion Industry www.textil-online.de)  
**Branch Initiatives** [Berlin Fashion Industries www.berlin-fashion-industries.net](http://Berlin Fashion Industries www.berlin-fashion-industries.net) ..... [design.net.berlin www.medianet-bb.de/designszene\\_berlin.686.0.html](http://design.net.berlin www.medianet-bb.de/designszene_berlin.686.0.html)  
[International Design Centre www.idz.de](http://International Design Centre www.idz.de)



#### Modesearch Online Platform

The internationally popular online platform Modesearch features upscale collections – including shoes and accessories – from approximately 100 designers. The network also provides information on production services and design equipment and has up-to-date calendar listings of all the important fashion industry events. [www.modesearch.de](http://www.modesearch.de)

Jörg Wichmann Founder and Managing Director of berlinomat  
[www.berlinomat.com](http://www.berlinomat.com)



"At our store in the Frankfurter Allee 89, Berlinomat represents 140 Berlin designers and labels ranging from sportswear and urban wear to upscale women's and men's collections. We also feature everything from jewelry, accessories and sneakers to product and furniture design. Our selection reflects the diversity of the Berlin design scene. Hardly any other city is able to grasp the concept of design as a crossover product better than Berlin. This mixture definitely contributes to the national and international success of berlinomat. Around 20 of our designers are represented in the Galeries Lafayette in Berlin and in Paris. I plan on expanding this shop-in-shop concept and I'm currently negotiating with clients in the USA and Asia."

**Industry Magazines with Correspondents in Berlin** Sportswear International [www.sportswearnet.com](http://www.sportswearnet.com) ..... Textile Industry [www.twnetwork.de](http://www.twnetwork.de)  
 WeAR Germany [www.wear-magazine.com](http://www.wear-magazine.com) Trend Magazines bbulletin [www.bbulletin.com](http://www.bbulletin.com) ..... de:bug [www.de-bug.de](http://www.de-bug.de) ..... deutsch [www.deutschmagazine.org](http://www.deutschmagazine.org)  
 Elle Plus [www.elle.de](http://www.elle.de) ..... Kodex – the fashion guide [www.kodex-online.net](http://www.kodex-online.net) ..... monopol [www.monopol-magazin.com](http://www.monopol-magazin.com) ..... Qvest [www.qvest.de](http://www.qvest.de)  
 sleek magazine [www.sleekmag.com](http://www.sleekmag.com) ..... VICE [www.viceland.com](http://www.viceland.com)

#### Contact made easy

Personal contacts are the most important currency in the fashion industry. In Berlin, industry connections are fostered via several branch initiatives and design networks specialising in fashion. The "berlinerklamotten" platform is a purely fashion-oriented network, while berlinomat specializes in crossovers between design disciplines. Many projects have been set up in cooperation with other industries, such as the fashion specials at the Designmai festival. Various networks represent Berlin designers on the

international scene as well. Professionals from the fields of communications, event management and product design have access to the fashion industry at "design.net berlin" and at the International Design Centre (IDZ) with its approx. 1,200 Berlin design companies. In 2005, UNESCO even designated Berlin an official "City of Design". The city is also home to the Confederation of the German Textile and Fashion Industry as well as the Berlin-Brandenburg Association of the Textile and Clothing Industry.

#### Fashion mags and trendzines

Fashion magazines and trendzines published in Berlin play an increasingly prominent role in the industry. Editors from all over the world pay special attention to the fashion scene in the

German capital. Their work also involves evaluating various collections on juries and at awards ceremonies. They are especially interested in the young fashion scene and often sponsor fashion launches with small fashion shows.

Presentation of the Nike Play Award during the 2005 Designmai



sleek magazine release party 2005 at Club "103" in Berlin-Kreuzberg





Galeries Lafayette in the Friedrichstrasse

#### Attractive Financial Support

The economic and structural policy of the State of Berlin places major emphasis on the regional fashion industry. Its ultimate goal is to strengthen and expand the entire value added chain in Berlin.

The government provides favorable loans for founders and young entrepreneurs, with or without (only KfW) exemption from liability. In certain cases, the State of Berlin also provides loan guarantees from the Berlin Brandenburg Bürgschaftsbank (for example for production pre-financing). The "Improvement of the Regional Infrastructure" program, called the GA, is designed to promote investment and

networks and, in certain cases, to help out with employment costs. This money does not need to be paid back. The GA investment sum – up to 30 % net support – is calculated according to the size of the company, its focus, structure and long-term (five-year) employment outlook in Berlin. Calculations are based on the investments made in economic goods in the first three years. Companies (no retail firms!) in the clothing industry (footwear, textiles, clothing, leather) are placed expressly on the "positive" list. Investment sums provided by the German Revenue Office are also calculated.

[Support Handbook of the Berlin Investment Bank www.investitionsbank.de](http://www.investitionsbank.de)

#### Projects in 2006: "Small Line Manufacturers" Match Making

In April 2006, regional designers and 30 sample and small line manufacturers and suppliers from Berlin, Brandenburg and Poland will present their companies at a meeting in Berlin. These specialists provide such services as the production of limited number of pieces, the development of sample collections and assistance in dealing with production bottlenecks. The goal of the get-together is to further business relations between the different industry sectors.

[www.berlin-partner.de/veranstaltungen](http://www.berlin-partner.de/veranstaltungen)

#### Common Fair Stand at the Premium Exhibitions

Berlin fashion companies interested in participating in the common stand at the 2006 Premium Exhibitions receive a subsidy from the State of Berlin. Their goal is to encourage companies to increase international sales.

[www.berlinomat.de](http://www.berlinomat.de)

**Your contacts in Berlin:****Berlin Partner GmbH**

Berlin Partner is the chief contact agency for investors interested in settling in the capital city. Our free services include information regarding funding, location and recruiting as well as an introduction to Berlin fashion and design networks. The company promotes Berlin on a national and international scale and supports Berlin-based businesses in all matters relating to foreign trade.

At the BUSINESS LOCATION CENTER (BLC), Berlin Partner provides a centralized online database of all economic data on Berlin.

The BUSINESS WELCOME PACKAGE allows companies to test Berlin for three months at a reasonable price.

[www.berlin-partner.de](http://www.berlin-partner.de)

[www.businesslocationcenter.de/mode](http://www.businesslocationcenter.de/mode)

[www.welcome-package-berlin.de](http://www.welcome-package-berlin.de)

**Contact: Ms. Ina Kessler**

Senior Manager Fashion Industries

[Ina.Kessler@berlin-partner.de](mailto:Ina.Kessler@berlin-partner.de)

T: +49 30 39980-241, F: +49 30 39980-239

**Berlin Government Senate Department for Economics, Labour and Women's Issues**

The Berlin Government Senate Department for Economics, Labour and Women's Issues is responsible for the city-state's economic and labor policy, as well as for questions of gender equality and business innovation. The economic policy of the Berlin Senate seeks to actively support the structural transformation of the city, to improve the conditions for business and to encourage the growth of business in Berlin. They place special emphasis on the expansion of the economic infrastructure, investment support, innovation support and the support of founders and start-ups.

[www.berlin.de/sen/waf](http://www.berlin.de/sen/waf)

**Contact: Ms. Nadja Clarus**

Company Service

[nadja.clarus@senwaf.verwalt-berlin.de](mailto:nadja.clarus@senwaf.verwalt-berlin.de)

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On behalf of the Berlin Government Senate Department for Economics, Labour and Women's Issues

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[www.hagedorn-group.com](http://www.hagedorn-group.com)

**Photography**

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