

Moving Forward - This was Berlin Fashion Week Spring/Summer 2026

Berlin, July 4, 2025 – Berlin Fashion Week was as international as never before. From June 30 to July 3, 2025 around 30.000 guests visited 36 shows at iconic places such as Palais am Funkturm, the decommissioned Flughafen Tempelhof, the legendary KitKat-Club and Schloss Charlottenburg to discover the highlights of the Spring/Summer 2026 collections.

A look at this season's shows reveals once again that fashion is always a reflection of social developments and personal stories. Themes such as identity, transformation and responsibility characterised numerous collections - sometimes subtle, sometimes loud, sometimes radically rethought. The guiding theme of 'The responsible movement of freedom, inclusion and creativity' was interpreted and further developed individually.

Franziska Giffey, Mayor and Senator for Economic Affairs, Energy and Public Enterprises:

„Freedom, diversity and creativity are at the core of our brand and among the defining values of our city – and they're also the recipe for the success of Berlin Fashion Week. With established formats like 'Berlin Contemporary,' we've been actively supporting exceptional emerging talents for more than two years – talents who stand out with innovative and sustainable approaches, whether in their products, company culture, or presentation. This season, by opening up the format internationally, we've taken it to the next level: transforming Germany's capital into a stage for the most promising talents from around the world, and at the same time reinforcing Berlin's role as a leading platform for the fashion of the future.“

THE SHOWS

Berlin Fashion Week impressed with a compelling mix of established brands and emerging talent – including the 19 winners of the **BERLIN CONTEMPORARY** concept competition, supported by the Senate Department for Economic Affairs, Energy and Public Enterprises with €25,000 in funding each. For the first time, the competition was also open to international

labels – a move that not only brought more diversity to the runway schedule, but also further established BFW as a global platform. As in previous seasons, the NEWEST showcase format from creative agency Nowadays ensured that many of the shows ran smoothly. Reference Studios presented the 4th edition of INTERVENTION with an ambitious international programme.

For more details on the shows, see [here](#).

THE PRESENTATIONS

The established group exhibition **DER BERLINER SALON** kicked off Berlin Fashion Week on Monday at noon. Held in the galleries of the Museum of Photography and the Helmut Newton Foundation, 52 talented emerging designers presented their looks – embedded within the museum’s current exhibition.

The newly launched presentation format **RAUM.Berlin**, initiated by the Fashion Council Germany and powered by eBay, took place in the iconic Kranzler X on Ku’damm. Over three days, a total of nine designers showcased their collections to both industry professionals and the public.

Christiane Arp, Chairwoman and Founding Member, Fashion Council Germany:
“Berlin Fashion Week is the stage for emerging talents. The various funding formats not only enhance the content diversity of the fashion week but also send a strong message about the sustainable support of young design talent.”

THE EVENTS

Alongside the shows and presentations, Berlin Fashion Week offered a more extensive accompanying program than ever before – with exhibitions, pop-ups, talks, showrooms, and exclusive networking events.

Studio2Retail, supported by the Berlin Senate Department for Economics, Energy and Public Enterprises and the Berliner Sparkasse, once again provided broad public access to Fashion Week events.

The talk series **METAMORPHOSIS – dialogues about change**, powered by eBay, delivered powerful impulses. High-profile guests discussed key future topics for the industry – with a clear focus on sustainability, cultural transformation, and social responsibility.

THE GUESTS

With numerous prominent guests and leading experts from the fashion industry, this season's Berlin Fashion Week once again emphasised its growing internationality. More information about the guests here.

THE OFFICIAL PARTNERS

The initiators of Berlin Fashion Week would like to thank the partner brands for their support:

Epic Drive – for providing an exclusive chauffeur service that transported our international guests comfortably, safely, and in style.

Château Royal Berlin – for offering elegant event spaces and accommodations for our international guests.

Lefty – for supporting as an influencer marketing platform.

1664 Blanc – for its refreshing beer, which added a special touch to many Fashion Week events.

Martini – for serving special drinks at selected shows, parties, and events throughout Berlin Fashion Week.

All official Berlin Fashion Week imagery is available for download in the **Media Hub**.



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