

Berlin Fashion Week AW26:

A First Look at the Shows Shaping the Season

Berlin, December 5, 2025 – The next Berlin Fashion Week will take place from Friday, January 30 to Monday, February 2, 2025. Berlin Fashion Week is thus returning to a weekend date – a concept that proved particularly successful last year due to the strong international presence. Up-and-coming talents and established labels will present collections that reflect the values that also characterize Berlin as a city: freedom, inclusion, diversity, and creativity. Numerous iconic locations throughout the city will be the venues for the exciting program – once again, the whole of Berlin will become a stage, allowing industry professionals and end consumers to experience fashion in all districts.

The preliminary schedule is [HERE](#) available.

Michael Biel, State Secretary for Economic Affairs:

“Berlin Fashion Week has gained enormous visibility and relevance in recent years, and it is impressive to see how many creative talents are establishing themselves here, returning season after season and growing visibly. At the same time, Berlin is attracting more and more new, exciting labels and designers, making BFW an even more diverse and dynamic event. This interplay of established voices, fresh perspectives, and a steadily growing international presence shows the potential Berlin has as a fashion location – and that is exactly where we want to continue to invest in a sustainable manner.“

Strong voices for freedom, inclusion, and creativity

Buyers, journalists, industry experts, and international guests can look forward to a diverse program with more than 30 fashion shows, presentations, and numerous events. The number of international visitors participating in the hospitality program continues to grow, underscoring the increasing global relevance of Berlin Fashion Week.

Established brands and new talent: the show schedule for AW26

The winners of Berlin Contemporary in the AW26 season are: Andrej Gronau • BALLETSHOFER • Buzigahill • DAGGER • GmbH • Haderlump Atelier Berlin • Ioannes • John Lawrence Sullivan • Kasia Kucharska • Kenneth Ize • Laura Gerte • Lou de Bètoly • MARKE • Orange Culture • PLNGNS • Richert Beil • SF1OG • Sia Arnika • William Fan

The show schedule is once again very diverse – not only featuring the Berlin Contemporary winners, but also renowned brands such as Danny Reinke, Killian Kerner or Marc Cain. Impari, Nowrubi, OBS, Sample030, Thomas Hanisch, Unvain, and Vanessa Baernthol are also listed in the schedule.

Studio2Retail Innovative formats at Berlin Fashion Week

In addition to the runway shows, Berlin Fashion Week is once again presenting a series of innovative formats. As part of the runway format **INTERVENTION** by Reference Studios, four shows will be presented this season – including GmbH, BUZIGAHILL, and DAGGER; with another label to be announced in the final schedule. This season's **NEWEST** format will feature MARKE and Orange Culture, among others. Further labels will be announced when the final schedule is published. With the **METAMORPHOSIS Talks** powered by eBay, Fashion Council Germany is once again adding a format to the season that broadens the focus in terms of content. The talk format brings industry representatives and the public together for discussions on the circular economy and future-oriented fashion approaches.

Berlin Fashion Week for end consumers: Studio2Retail

Studio2Retail brings Berlin Fashion Week to the city and makes fashion accessible to everyone in stores, on the streets, and at special locations. This season, the concepts of COLRS, Kitschy Couture, Maqu, Milk of Lime, Plaid-à-Porter, and Vladimir Karaleev were honored.

New talent formats: a stage for the next generation

Numerous up-and-coming designers will come together on Monday for the curated group exhibition **Der Berliner Salon**. National and international guests can discover the next generation and engage in conversation with the talents.

The **FCG/Vogue Fashion Fund** is entering its second round. Once again, emerging design talents from Germany are being sought. The prize includes €50,000 in prize money, a mentoring program with experts from various fields (sales, PR, styling), and a fashion show of their own during Berlin Fashion Week in the summer of 2026. Applications can be submitted here until December 7: [FCG/Vogue Fashion Fund](#).

Christiane Arp, Fashion Council Germany:

“With a triad of shows, presentations, and talks, the Berlin Fashion Week program will once again be unique in the coming season. Our formats intertwine, allowing us to promote talent in and from Germany in a variety of ways and enable them to engage in direct dialogue with visitors. Personally, I am particularly pleased that many brands led by women are participating again – what is demanded elsewhere is a reality at Berlin Fashion Week!”

Women shape Berlin's fashion scene

Over the past four seasons, women have accounted for more than half of the participants – a figure that sets Berlin apart in a positive way. Fashion expert Edward Buchanan (design consultant and fashion director Milan, Perfect Magazine) also emphasizes: “Asked about my favourite labels in Berlin, LOU DE BÈTOLY, LUEDER, and KASIA KUCHARSKA come to mind, not only because I want to also add a really compelling observation that the quantity of female led independent design houses showing in Berlin are really superior to surrounding fashion spaces. I always believe in the empowerment of any disadvantaged community and love to see female designers like the ones mentioned thrive!”

Fashion Week Closing Cocktail

This season, Berlin Fashion Week will once again end with an official closing cocktail party in cooperation with Berliner Sparkasse.

Registration & accreditation

Schedule registration for shows and presentations during Berlin Fashion Week is now closed. Side events for the official schedule can still be registered until 15 December 2025. **Accreditation** for events on the official Berlin Fashion Week schedule will start on 4 December 2025 at fashionweek.berlin/accreditation. Accreditation is reserved exclusively for trade visitors.

Images relating to Berlin Fashion Week are available for download in the [official Media Hub](#).

The next edition of Berlin Fashion Week in summer will take place from **Thursday, 2 July 2026 to Sunday, 5 July 2026**.



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