



## Berlin Fashion Week launches final schedule

Calendars out and pencils sharpened: around two weeks before **Berlin Fashion Week**, taking place **July 2 to 5**, the [final schedule](#) for the SS27 season has been released. [Accreditation](#) for industry professionals remains open until June 25, and [shuttle buses](#) will once again connect all show venues. And this season, there are especially many events that are a must-visit.

The dates of approximately 50 fashion shows, once again the centrepieces of the week, should be marked in red right away: the winners of the **BERLIN CONTEMPORARY** concept competition—including **Andrej Gronau**, **BARRAGÁN**, **FRUCHÉ**, **KASIA KUCHARSKA**, **Laura Gerte**, **Milk of Lime**, **SF10G**, **SELVA HUYGENS [SLVA]**, and **Clara Colette Miramon**—will stage their shows with support from the **Berlin Senate Department for Economic Affairs, Energy and Public Enterprises/Projekt Zukunft**. The winning labels **GmbH**, **DAGGER**, **LUEDER**, and **John Lawrence Sullivan** will present their collections this season as part of **Intervention**, the renowned format curated by **Reference Studios**. In addition, numerous other labels will present runway shows, including established BFW names such as **Kilian Kerner** and **#DAMUR**, as well as **Ritual Unions** and **Genaro Rivas**, both of which will host fashion shows during Berlin Fashion Week for the first time.

This season's runways will once again be set up at exciting locations throughout the city. **MARKE**, **Orange Culture**, **UNVAIN**, and **BUZIGAHILL**—also winners of **BERLIN CONTEMPORARY**—will showcase their collections at the legendary ICC Berlin expo complex as part of **NEWEST**, the runway format produced by **Nowadays**. Other highlights include the shows by **Haderlump Atelier Berlin** at the elegant Hotel Adlon, **Rebekka Ruézt** at the industrial-style Motorwerk Berlin, and **sample030** in the iconic former Tempelhof Airport building.

The youngest emerging talents of Berlin Fashion Week are also heading to unique venues: Graduation collections from students of **Lette Verein** will be shown at Atelier Gardens in Berlin-Tempelhof, those from **Kunsthochschule Weißensee** at ZK/U – Center for Art and Urbanistics in Moabit, and students from **Universität der Künste Berlin**, in cooperation with

**PLATTE.Berlin**, will present on Bleibtreustraße in Charlottenburg. The **BERLIN CURATED** support programme—implemented by agency **0049x** and backed by the **Berlin Senate Department for Economic Affairs, Energy and Public Enterprises**—will bring the designs of its scholarship recipients to the runway in the atmospheric spaces of Feuerle Collection.

For less runway but even more fashion, the presentation format **RAUM.Berlin** returns. Organised by **Fashion Council Germany** and funded by the **Federal Ministry for Economic Affairs and Energy**, the format will feature 16 brands presenting their latest collections through hybrid showcases. On each event day, guests can experience four individual presentations on the 16th floor of the newly opened John Jahr Haus in Tiergarten.

The winners of the **STUDIO2RETAIL** concept competition are also pursuing innovative hybrid concepts. **Esther Perbandt** will merge physical fashion pieces with digital AI-generated worlds, while Estelle Adeline Trasoglu and her label **Plaid-À-Porter** will combine couture presentation and installation art. In addition, **ioannes**, **Lou de Bètolý**, **Richert Beil**, and **Dennis Chuene** will realize their own funded presentation concepts.

A second look—and a more relaxed opportunity to explore new collections—will be available from **July 4–6** at the **FCG SHOWROOM** as well. Fashion Council Germany will once again host the event at Hotel Zoo Berlin, allowing visitors to experience the collections of the **BERLIN CONTEMPORARY** labels in a more intimate setting following their major runway premieres. Designer **William Fan** will also host his own showroom following his fashion show.

Those looking not only to watch but also to engage in discussion will find plenty of opportunities through conferences and talks. This season, Berlin’s State Secretary for Economic Affairs, **Michael Biel**, will take a seat on **Le Black Sofa**, hosted by concept store **Supermarque**. For their conference series **METAMORPHOSIS – dialogues about change**, Fashion Council Germany and its official partner **eBay** have invited prominent speakers including **Moin Roberts-Islam** (Forbes) and **Angel Nemov** (Business of Fashion).

Stimulating conversations will also take place at numerous other events—from the **VOGUE Café**, opening its doors in Germany for the first time, to a fragrance launch by Berlin label **NAMILIA**, and **Edward Buchanan’s** exhibition “THE MESSAGE ACCORDING TO SANSOVINO6,” which has been extended through June 13 at Galerie Semjon Contemporary especially for Berlin Fashion Week. **Numéro Berlin** magazine and the couture house

**CHANEL** will set the tone for the week one day before the official opening, hosting a joint cocktail reception on the evening of July 1.

The SS27 edition of Berlin Fashion Week will officially open on July 2 with the **Opening Dinner**, hosted by the Berlin Senate Department for Economic Affairs, Energy and Public Enterprises together with Fashion Council Germany in the Grand Orangery of Charlottenburg Palace. On the same evening, the platform **deadHYPE**, together with **Reebok**, and Berlin designer **Dawid Tomaszewski** will host opening parties. Following numerous presentations, conferences, and additional celebrations—including parties by **Marina Hoermanseder** and **UNVAIN**—Berlin Fashion Week will officially conclude on July 5 with Fashion Council Germany's **Closing Party**.

*The final calendar and further information are available on the official Berlin Fashion Week website. Images and press materials for Berlin Fashion Week can be downloaded from the [official Media Hub](#).*



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An event by:

