

OFFICIAL SCHEDULE

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Mercedes-Benz FashionWeek
BERLIN

SPRING/SUMMER

2016

7-10 JULY

TUESDAY, JULY 7

10/00 AM	RUNWAY	SOPOPULAR
11/00 AM	STAGE	BRACHMANN
12/00 PM	RUNWAY	LENA HOSCHEK
01/30 PM	RUNWAY	PEARLY WONG
02/30 PM	STAGE	IVANMAN
04/00 PM	RUNWAY	VEKTOR
05/00 PM	STAGE	ALEXANDRA TAMELE
06/00 PM	RUNWAY	MARC CAIN
07/00 PM	OFFSITE	MARCEL OSTERTAG @ ADMIRALSPALAST
07/30 PM	RUNWAY	RIANI
08/30 PM	STAGE	WHITETAIL

WEDNESDAY, JULY 8

10/00 AM	RUNWAY	ANJA GOCKEL
10/30 AM	OFFSITE	HIEN LE @ KRONPRINZENPALAIS
11/00 AM	STAGE	WILLIAM FAN
12/00 PM	RUNWAY	SADAK
12/30 PM	OFFSITE	LOUISE FRIEDLAENDER @ THE APARTMENT
01/30 PM	RUNWAY	MINX BY EVA LUTZ
02/00 PM	OFFSITE	VONSCHWANENFLÜGELPUPKE @ KRONPRINZENPALAIS

02/30 PM	STAGE	FRANZISKA MICHAEL
04/00 PM	RUNWAY	REBEKKA RUÉTZ
05/00 PM	STAGE	ONE WOLF
06/00 PM	RUNWAY	IRENE LUFT
06/30 PM	OFFSITE	KILIAN KERNER @ ELLINGTON HOTEL BERLIN
08/00 PM	RUNWAY	GUIDO MARIA KRETSCHMER
08/30 PM	OFFSITE	JULIAN ZIGERLI @ TBC
09/00 PM	OFFSITE	HOLY GHOST @ HAUBENTAUCHER
09/30 PM	RUNWAY	ESTHER PERBANDT

THURSDAY, JULY 9

10/30 AM	RUNWAY	MERCEDES-BENZ PRESS VERNISSAGE BY INVITATION ONLY
11/30 AM	RUNWAY	ANNELIE SCHUBERT PRESENTED BY MERCEDES-BENZ & ELLE
12/30 PM	OFFSITE	BOBBY KOLADE @ SOPHIENSÆLE
01/30 PM	RUNWAY	BARRE NOIRE PRESENTED BY MASTERCARD
02/30 PM	STAGE	STEINROHNER
03/30 PM	RUNWAY	DIMITRI
04/00 PM	OFFSITE	GREEN SHOWROOM @ POSTBAHNHOF

FRIDAY, JULY 10

10/00 AM	STAGE	DOROTHEE SCHUMACHER
11/00 AM	STAGE	DOROTHEE SCHUMACHER
11/30 AM	OFFSITE	MARINA HOERMANSIEDER @ KRONPRINZENPALAIS
12/00 PM	RUNWAY	SHAI SHALOM
01/30 PM	RUNWAY	EMRE ERDEMOĞLU
02/30 PM	STAGE	SAMMLER BERLIN
04/00 PM	RUNWAY	EWA HERZOG
05/00 PM	STAGE	I'VR ISABEL VOLLRATH
06/00 PM	RUNWAY	FYODOR GOLAN
07/30 PM	STAGE	LILLY INGENHOVEN



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MAYBELLINE
NEW YORK



an IMG event

OFFICIAL EVENT CALENDAR

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7-10 JULY

TUESDAY, JULY 7

09/00 AM	IT COUTURE THE FASHION & TECHNOLOGY EXHIBITION @ MICROSOFT BERLIN UNTER DEN LINDEN 17, 10117 BERLIN EVENT RUNS UNTIL THURSDAY 07/00 PM
09/45 AM	WELLENDORFF @ HOTEL ADLON KEMPINSKI LOBBY UNTER DEN LINDEN 77, 10117 BERLIN BY INVITATION ONLY
10/00 AM	OLYMPUS PEN FASHION PHOTO GALLERY @ AQUABITART GALLERY AUGUSTSTRASSE 35, 10119 BERLIN EVENT RUNS UNTIL THURSDAY 07/00 PM
10/00 AM	PANORAMA @ MESSE BERLIN MESSDAMM 22, 14055 BERLIN EVENT RUNS UNTIL THURSDAY 06/00 PM
10/00 AM	SHOW AND ORDER FASHION TRADE EVENT @ KRAFTWERK BERLIN-MITTE KÖPENICKER STRASSE 70, 10179 BERLIN EVENT RUNS UNTIL THURSDAY 05/00 PM
10/00 AM	BREAD AND BUTTER @ AIRPORT BERLIN-TEMPELHOF PLATZ DER LUFTBRÜCKE 5, 12101 BERLIN EVENT RUNS UNTIL THURSDAY 06/00 PM
11/30 AM	IT COUTURE? FASHION GOES DIGITAL! PANEL DISCUSSION @ MICROSOFT BERLIN UNTER DEN LINDEN 17, 10117 BERLIN
04/00 PM	COVER PR SUNDOWNER & SUMMER PARTY @ HAUBENTAUCHER REAVALERSTRASSE 99, 10245 BERLIN BY INVITATION ONLY, EVENT RUNS UNTIL MIDNIGHT
07/00 PM	PALLADIUM X SOPOPULAR DINNER @ CRÈME DE LA CRÈME FRIEDRICHSTRASSE 113, 10117 BERLIN BY INVITATION ONLY
09/00 PM	LENA HOSCHEK AFTER SHOW PARTY @ BALLHAUS BERLIN CHAUSSEESTRASSE 102, 10115 BERLIN BY INVITATION ONLY

WEDNESDAY, JULY 8

10/00 AM	PREMIUM INTERNATIONAL FASHION TRADE SHOW @ STATION BERLIN LUCKENWALDERSTRASSE 4-6, 10963 BERLIN EVENT RUNS UNTIL FRIDAY 06/00 PM
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10/00 AM	SEEK CONTEMPORARY FASHION TRADE SHOW @ ARENA BERLIN EICHENSTRASSE 4, 12435 BERLIN EVENT RUNS UNTIL FRIDAY 05/00 PM
10/00 AM	BRIGHT TRADESHOW @ ARENA BERLIN EICHENSTRASSE 4, 12435 BERLIN EVENT RUNS UNTIL FRIDAY 05/00 PM
10/00 AM	SELVEDGE RUN HERITAGE MENSWEAR TRADE SHOW @ REINBECKHALLEN REINBECKSTRASSE 9, 12549 BERLIN EVENT RUNS UNTIL FRIDAY 02/00 PM
10/00 AM	#FASHIONTECH BERLIN-KONFERENZ @ KÜHLHAUS LUCKENWALDER STRASSE 3, 10963 BERLIN
11/00 AM	VERO MODA "BACK TO THE ROOF" @ BESTSELLER SHOWROOM SCHÖNEBERGER STRASSE 15, 10963 BERLIN BY INVITATION ONLY, EVENT RUNS UNTIL 11/00 PM
12/30 PM	PATRICK LOVES SPONGEBOB BY PM PRESENTATION @ PREMIUM INTERNATIONAL FASHION TRADE SHOW LUCKENWALDERSTRASSE 4-6, 10963 BERLIN
06/00 PM	WEARABLE IT-AWARD BEST BERLIN PROJECT ANNOUNCEMENT OF THE NOMINEES AND AWARDING THE BEST APPLICATION FROM BERLIN BY CORNELIA YZER, SENATOR FOR ECONOMICS, TECHNOLOGY AND RESEARCH @ MICROSOFT BERLIN UNTER DEN LINDEN 17, 10117 BERLIN BY INVITATION ONLY
06/30 PM	EMPFANG UND RETROSPEKTIVE DIETRICH EMTER, KURATIERT VON VALERIA PAOLETTI @ KRONPRINZENPALAIS UNTER DEN LINDEN 3, 10117 BERLIN OPEN TO PUBLIC, EVENT RUNS UNTIL 08/30 PM
07/00 PM	HORIZN STUDIOS - BAGS STORE OPENING @ ALTE SCHÖNHAUSERSTRASSE 33-34, 10119 BERLIN BY INVITATION ONLY
07/00 PM	INSTYLE-COCKTAIL MEET&GREET MIT PERNILLE TEISBAEK @ HOTEL ZOO KURFÜRSTENDAMM 25, 10719 BERLIN BY INVITATION ONLY, EVENT RUNS UNTIL 09/00 PM
07/00 PM	SNOOPY & BELLE IN FASHION @ ERMELERHAUS ART'OTEL BERLIN MITTE MÄRKISCHES UFER 10, 10179 BERLIN BY INVITATION ONLY EVENT ALSO RUNS 9-10 JULY, OPEN TO PUBLIC

08/30 PM	BEN WEIDE PERFORMANCE & PARTY @ BEN WEIDE FLAGSHIPSTORE MULACKSTRASSE 1, 10119 BERLIN
10/00 PM	PATRICK LOVES SPONGEBOB PARTY @ PRINCE CHARLES PRINZENSTRASSE 85F, 10969 BERLIN

THURSDAY, JULY 9

01/00 PM	ZEITMAGAZIN KONFERENZ MODE & STIL @ KRONPRINZENPALAIS UNTER DEN LINDEN 3, 10117 BERLIN EVENT RUNS UNTIL 06/30 PM
09/30 PM	PREMIUM PARTY @ PRAEGEWERK NEUE JÜDENSTRASSE, 10179 BERLIN BY INVITATION ONLY
10/00 PM	SEEK X BRIGHT PARTY @ HOPPETOSSE EICHENSTRASSE 4, 12435 BERLIN BY INVITATION ONLY

FRIDAY, JULY 10

11/00 AM	YOUR FASHION SHOOT WITH OLYMPUS PEN AND FOTO MEYER ON THE FINAL DAY OF THE FASHION PHOTO GALLERY, OLYMPUS PEN STAGES A FASHION SHOOTING @ OLYMPUS PEN FASHION PHOTO GALLERY AUGUSTSTRASSE 35, 10119 BERLIN OPEN FOR PUBLIC, EVENT RUNS UNTIL 05/00 PM
01/00 PM	VOGUE SALON @ KRONPRINZENPALAIS UNTER DEN LINDEN 3, 10117 BERLIN BY INVITATION ONLY
02/00 PM	DER BERLINER MODESALON GRUPPENAUSSTELLUNG @ KRONPRINZENPALAIS UNTER DEN LINDEN 3, 10117 BERLIN EVENT RUNS UNTIL 06/00 PM
09/00 PM	MERCEDES-BENZ & VOGUE FASHION NIGHT BY INVITATION ONLY
09/21 PM	ETVAS MAGAZINE PRESENTS: CATWALK UNDER THE STARS II "RESURRECTION" FEATURING AYUMI @ ZIIONSKIRCHE ZIIONSKIRCHPLATZ, BERLIN MITTE OPEN TO PUBLIC
09/30 PM	FASHION SHOWCASE - FASHION AFRICA NOW @ KONZULÁT LEIPZIGERSTRASSE 60, 10117 BERLIN BY INVITATION ONLY



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