

## OFFICIAL SCHEDULE A/W 2017

Access to all shows and events by invitation only. This schedule is subject to change.

For further information please visit [www.mbfashionweek.com/berlin](http://www.mbfashionweek.com/berlin)

Press shuttle service available courtesy of Mercedes-Benz.

# Mercedes-Benz FashionWeek BERLIN

### TUESDAY 17.01.17

- 10:00 *Runway* DOROTHEE SCHUMACHER
- 12:00 *Stage* BRACHMANN
- 13:00 *Runway* HOLY GHOST
- 15:00 *Runway* LENA HOSCHEK
- 16:00 *Stage* DANNY REINKE
- 17:30 *Runway* HIEN LE
- 19:30 *Stage* HAUS OF YOSHI X BOM.B
- 20:00 *Offsite* ESTHER PERBANDT @ Volksbühne
- 20:30 *Runway* RIANI
- 21:00 *Offsite* MALAIKARAISS @ Der Berliner Mode Salon - Berliner Stadtschloss

### WEDNESDAY 18.01.17

- 10:00 *Runway* SPORTALM
- 11:00 *Stage* PHILOMENA ZANETTI
- 12:00 *Runway* LEONIE MERGEN
- 14:00 *Runway* REBEKKA RUÉTZ
- 15:00 *Offsite* LANA MUELLER @ Soho House Berlin
- 16:00 *Runway* MAISONNOÉE
- 17:00 *Stage* IVANMAN
- 17:30 *Offsite* GREENSHOWROOM @ EnergieForum Berlin
- 18:00 *Runway* LAURÈL
- 19:00 *Offsite* MARCEL OSTERTAG @ Delight Rental Studios
- 20:30 *Runway* PERRET SCHAAD

### THURSDAY 19.01.17

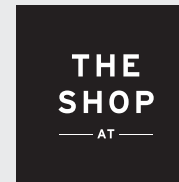
- 10:00 *Runway* EWA HERZOG
- 11:00 *Offsite* JULIA SEEMANN  
*Presented by Mercedes-Benz & Elle @ Der Berliner Mode Salon*
- 13:00 *Runway* STEINROHNER
- 15:30 *Runway* VLADIMIR KARALEEV
- 18:00 *Runway* MICHAEL SONTAG
- 20:00 *Runway* DAWID TOMASZEWSKI BY ARYTON

### FRIDAY 20.01.17

- 10:00 *Runway* DEPRESSION
- 12:00 *Runway* I' VR ISABEL VOLLRATH
- 14:00 *Runway* ATELIER ABOUT
- 16:00 *Runway* SADAK
- 18:00 *Runway* ODEUR STUDIOS

### SATURDAY 21.01.17

- 17:00 KEY LOOKS – THE SHOW!



Mercedes-Benz  
FashionWeek  
BERLIN

#### THE SHOP @ MBFWB

##### OPENING HOURS:

Tuesday - Thursday 9:00 - 20:00

Friday 9:00 - 19:00

##### ALL DESIGNERS:

Atelier About, Barre Noire, Hien Le, Holy Ghost, Ivanman, Julia Seemann, Malaikaraiss, Michael Sontag, Perret Schaad, Philomena Zanetti, Riani, Steinrohner, Strenesse, Vektor, Vladimir Karaleev

**RUNWAY**  
**KAUFHAUS JANDORF**  
Brunnenstraße 19, 10119 Berlin

**STAGE**  
**ME COLLECTORS ROOM**  
Auguststraße 68, 10117 Berlin

**SHUTTLE** An exclusive shuttle bus service will be provided by Mercedes-Benz, for accredited press to shuttle between the Runway and the Stage. The shuttle will be available 30 minutes before each show.



FASHION-ID

MAYBELLINE



## OFFICIAL EVENT CALENDAR A/W 2017

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# Mercedes-Benz FashionWeek BERLIN

### MONDAY 16.01.17

- 11:00** FASHIONBLOGGERCAFÉ  
THE SHOW BY  
STYLERANKING:  
THE BRUNCH  
@ Magazin in der  
Heeresbäckerei  
Köpenicker Straße 16/17,  
10997 Berlin  
*By invitation only*
- 12:00** ZEITMAGAZIN  
KONFERENZ MODE  
& STIL  
@ Kronprinzenpalais  
Unter den Linden 3,  
10117 Berlin  
*By invitation only*
- 14:00** FASHIONBLOGGERCAFÉ  
THE SHOW BY  
STYLERANKING:  
THE FASHION SHOW  
@ Magazin in der  
Heeresbäckerei  
Köpenicker Straße 16/17,  
10997 Berlin  
*By invitation only*
- 19:30** MAYBELLINE HOT  
TRENDSXHBITION 2017  
@ Motorwerk  
An der Industriebahn 12,  
13088 Berlin

### TUESDAY 17.01.17

- 09:00** PANORAMA  
@ Berlin ExpoCenter City  
Jafféstraße, 14055 Berlin  
*Event runs until Thursday*
- 10:00** ETHICAL FASHION  
SHOW BERLIN  
@ Postbahnhof  
Straße der Pariser  
Kommune 8, 10243 Berlin  
*Event runs until Thursday*
- 10:00** PREMIUM  
@ Station-Berlin  
Luckenwalder Straße 4-6,  
10963 Berlin  
*Event runs until Thursday*
- 10:00** SHOW & ORDER  
@ Kraftwerk Berlin-Mitte  
Köpenicker Straße 70,  
10179 Berlin  
*Event runs until Thursday*
- 10:00** SEEK  
@ Arena Berlin  
Eichenstraße 4,  
12435 Berlin  
*Event runs until Thursday*
- 10:00** BRIGHT  
@ Arena  
Am Flutgraben,  
12435 Berlin  
*Event runs until Thursday*

- 10:00** SELVEDGE RUN  
@ Kulturbrauerei  
Schönhauser Allee 36,  
10435 Berlin  
*Event runs until Thursday*
- 10:00** LALA BERLIN  
SHOWROOM  
@ lala Berlin  
Wattstraße 11 - 13,  
13355 Berlin  
*Open until Thursday  
By appointment only*
- 12:00** FASHIONBLOGGERCAFÉ  
THE SHOW BY  
STYLERANKING  
@ Magazin in der  
Heeresbäckerei  
Köpenicker Straße 16/17,  
10997 Berlin  
*By accreditation only*
- 21:00** RIANI AFTER  
SHOW PARTY  
@ Kaufhaus Jandorf  
Brunnenstraße 19,  
10119 Berlin  
*By invitation only*
- 21:00** ESTHER PERBANDT  
AFTER SHOW PARTY  
@ Volksbühne Sternfoyer  
Rosa-Luxemburg-Platz,  
10178 Berlin  
*Open to public*
- 22:00** ADIDAS ORIGINALS EQT  
PARTY  
*By invitation only*

### WEDNESDAY 18.01.17

- 10:00** #FASHIONTECH BERLIN  
@ Kühlhaus Berlin  
Luckenwalder Straße 3,  
10963 Berlin
- 13:00** VOGUE SALON  
@ Kronprinzenpalais  
Unter den Linden 3,  
10117 Berlin  
*By invitation only*
- 20:30** MAISONNOÉE AFTER  
SHOW RECEPTION  
& PARTY  
@ La Maisonnoée  
Potsdamer Straße 91,  
10785 Berlin  
*By invitation only*
- 21:00** LEONIE MERGEN  
AFTER PARTY POWERED  
BY SLEEK  
@ Tube STATION  
Friedrichstraße 180-184,  
10117 Berlin  
*By invitation only*

### THURSDAY 19.01.17

- 10:00** GALA FASHION BRUNCH  
@ Ellington Hotel Berlin  
Nürnberger Straße 50-55,  
10789 Berlin  
*By invitation only*
- 10:00** PRAG SALES  
E-SHOWROOM LAUNCH &  
BRAND PRESENTATION  
@ Brunnenstraße 65B  
13355 Berlin  
*Open until 19:00  
By invitation only*
- 11:00** SHOWROOM @ ME  
COLLECTORS ROOM  
@ Auguststraße 68  
10117 Berlin  
*Open until 18:00*

### FRIDAY 20.01.17

- 21:00** SLEEK ART MEETS  
FASHION PARTY  
POWERED BY HONOR  
@ Tube STATION  
Friedrichstraße 180-184,  
10117 Berlin  
*Open to public*

#### SHOWROOM @ ME COLLECTORS ROOM

Endorsed by the Senate Department for Economics, Energy and Public Enterprises. Invitations and appointments will be scheduled by designer teams

#### DESIGNERS:

Akene, Atelier About, Bom.B, Danny Reinke, Depression, Haus of Yoshi, Leonie Mergen, Odeur Studios, Philomena Zanetti, Richert Beil

THURSDAY, 11:00 - 18:00



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a WWT|WIG event