

**TUESDAY 04.07.17**

- 10:00 *Runway* **IVANMAN**
- 12:00 *Runway* **EWA HERZOG**
- 14:00 *Runway* **LENA HOSCHEK**
- 16:00 *Runway* **LAURÈL**
- 16:30 *Offsite* **ANJA GOCKEL**  
@ Hotel Adlon
- 18:30 *Runway* **IOANA CIOLACU**
- 21:00 *Runway* **NATHINI VAN DER MEER**

**WEDNESDAY 05.07.17**

- 10:00 *Runway* **DANNY REINKE**
- 12:30 *Runway* **MALAIKARAISS**
- 13:30 *Offsite* **DAWID TOMASZEWSKI**  
@ TBD
- 15:30 *Runway* **REBEKKA RUÉTZ**
- 16:30 *Offsite* **SALONSHOW/  
GREENSHOWROOM**  
@ Funkhaus Berlin
- 17:30 *Runway* **MAISONNOÉE**
- 18:30 *Offsite* **MARCEL OSTERTAG**  
@ Delight Rental Studios
- 19:00 *Offsite* **HOLY GHOST**  
@ Heeresbäckerei
- 19:30 *Runway* **ATELIER ABOUT**
- 21:30 *Runway* **SADAK**

**THURSDAY 06.07.17**

- 10:00 *Offsite* **VANESSA SCHINDLER**  
*Presented by  
Mercedes-Benz & Elle*  
@ Kronprinzenpalais
- 11:00 *Runway* **"DESIGNER FOR  
TOMORROW" BY  
FASHION ID**  
*The Award Show hosted  
by Stella McCartney &  
The Show of DFT Winner  
2016 Edda Gimnes*
- 13:30 *Runway* **STEINROHNER**
- 15:00 *Runway* **HIEN LE**
- 16:00 *Offsite* **LANA MUELLER**  
@ Weekend Rooftop
- 18:30 *Offsite* **LAST HEIRS**  
@ Rosenthaler Studios
- 20:30 *Runway* **DOROTHEE SCHUMACHER**

**FRIDAY 07.07.17**

- 10:00 *Runway* **VLADIMIR KARALEEV**
- 12:00 *Runway* **RAQUEL HLADKY**
- 14:00 *Runway* **FRANZISKA MICHAEL**
- 16:00 *Runway* **ODEUR STUDIOS**
- 18:00 *Runway* **PRABAL GURUNG**
- 21:00 *Runway* **MICHAEL SONTAG**
- 21:30 *Offsite* **ATELIER MICHALSKY**  
@ E-Werk

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

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).

**THE SHOP** Mercedes-Benz FashionWeek BERLIN

**THE SHOP @ MBFWB**

**OPENING HOURS:**  
Tuesday, July 4 - Friday, July 7  
9:00 - 21:00

**ALL DESIGNERS:**  
ATELIER ABOUT, EDDA GIMNES, HIEN LE, HANNES KETTRITZ, IVANMAN, MAISONNOÉE, MALAIKARAISS, MICHAEL SONTAG, NATHINI VAN DER MEER, PERRET SCHAAD, RAQUEL HLADKY, STEINROHNER, VELT, VEKTOR



**FASHION · ID**  
*Shop.Style.Online.*

MAYBELLINE



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## OFFICIAL EVENT CALENDAR S/S 2018

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# Mercedes-Benz FashionWeek BERLIN

### TUESDAY 04.07.17

- 9:00 PANORAMA**  
@ Berlin ExpoCenter City  
Jafféstraße, 14055 Berlin  
*Event runs until Thursday*
- 10:00 SELVEDGE RUN**  
@ Kulturbrauerei  
Schönhauser Allee 36,  
10435 Berlin  
*Event runs until Thursday*
- 10:00 PREMIUM INTERNATIONAL FASHION TRADE SHOW**  
@ Station-Berlin  
Luckenwalder Straße 4-6,  
10963 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 SHOW & ORDER**  
@ Kraftwerk Berlin-Mitte  
Köpenicker Straße 70,  
10179 Berlin  
*Event runs until Thursday*
- 10:00 ETHICAL FASHION SHOW BERLIN**  
@ Funkhaus Berlin  
Napelastraße 18, 12459 Berlin  
*Event runs until Thursday*
- 11:00 15 LOOKS - BEAUTIFUL DIVERSITY TREND SHOW BY SHOW & ORDER**  
@ Kraftwerk Berlin  
Köpenicker Str.70,  
10179 Berlin  
*Event also takes place at 13:00 & 15:00*

- 12:00 FASHIONBLOGGERCAFÉ THE BEACH BY STYLERANKING**  
@ Beach Mitte  
Caroline-Michaelis-Straße 8,  
10115 Berlin  
*By accreditation only*
- 13:00 SUPER NATURAL, A POP-UP SHOP, CURATED BY SEEK CONTEMPORARY FASHION TRADE SHOW**  
@ Fechtner  
Torstrasse 114, Berlin Mitte  
*Event runs until Thursday, Daily 13:00 - 20:00*
- 16:00 OPENING RECEPTION HOMMAGE TO GIANNI VERSACE BY PREMIUM GROUP**  
@ Kraftwerk Berlin  
Köpenicker Str.70 10179 Berlin  
*By invitation only*
- 18:30 SAMSOE&SAMSOE STORE OPENING**  
@ Samsøe&Samsøe Store  
Alte Schönhauser  
Strasse 31, 10119 Berlin  
*By invitation only*
- 19:00 KRAGENWEITE BERLIN LAUNCH & OPENING CELEBRATION**  
@ Kragenweite  
Berlin Rosenthaler Str. 51 - Mitte
- 21:00 MAKE ME LOVE BFW PARTY**  
@ Clubhouse the Grand  
Hirtenstrasse 4, 10178 Berlin  
*By invitation only*

### WEDNESDAY 05.07.17

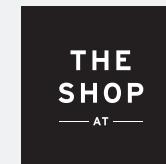
- 10:00 #FASHIONTECH BERLIN**  
@ Kühlhaus Berlin  
Luckenwalder Straße 3,  
10963 Berlin
- 10:00 HOMMAGE TO GIANNI VERSACE BY PREMIUM GROUP - EXHIBITION**  
@ Kraftwerk Berlin  
Köpenicker Str.70  
10179 Berlin  
*Event runs until Thursday*
- 10:00 PRAG SALES E-SHOWROOM LAUNCH & BRAND PRESENTATION**  
@ SALES PRAG  
Agency SALES  
Brunnenstraße 65B,  
13355 Berlin  
*Open until 19:00  
By invitation only*
- 22:00 MARCEL OSTERTAG IM KITTY CHENG**  
@ Kitty Cheng Bar  
Torstraße 99, 10119 Berlin

### THURSDAY 06.07.17

- 13:00 ZEITMAGAZIN KONFERENZ MODE & STIL**  
@ Kronprinzenpalais  
Unter den Linden 3,  
10117 Berlin  
*By invitation only*
- 18:00 LANA MUELLER AFTER SHOW PARTY**  
@ Weekend Rooftop  
Alexanderstraße 7,  
10178 Berlin
- 19:30 MADAME + JOLIE FASHION COCKTAIL**  
@ Amano Rooftop Bar  
Auguststraße 43,  
10119 Berlin
- 21:00 STAY TOGETHER AT DOROTHEE SCHUMACHER**  
@ Kaufhaus Jandorf  
Brunnenstraße 19-21,  
10119 Berlin  
*By invitation only*

### FRIDAY 07.07.17

- 10:00 GALA FASHION BRUNCH INTRODUCING THE FASHION HUB**  
@ Ellington Hotel Berlin  
Nürnberger Straße 50-55,  
10789 Berlin  
*By invitation only*
- 11:00 THE ABYSS STUDIOS SHOWROOM FEATURING ATELIER ABOUT & LAST HEIRS**  
@ Abyss Studios  
Rosenthaler Strasse 72,  
10119 Berlin  
*By appointment only*
- 12:00 VOGUE SALON**  
@ Kronprinzenpalais  
Unter den Linden 3,  
10117 Berlin  
*By invitation only*
- 22:00 MICHALSKY STYLENITE**  
@ E-Werk Berlin  
Wilhelmstrasse 43,  
10117 Berlin  
*By invitation only*



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FashionWeek  
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