



# Mercedes-Benz FashionWeek BERLIN

SPRING / SUMMER  
**2012**  
JULY 04 - 07 2012

## Official Schedule

### Wednesday 04 July 2012

**10:00 AM / RUNWAY**  
ESCADA SPORT

**10:30 AM / STUDIO**  
1913BERLIN BY YUJIA ZHAI-PETROW

**11:30 AM / RUNWAY**  
LENA HOSCHEK

**01:00 PM / RUNWAY**  
REBEKKA RUÉTZ

**01:30 PM / OFFSITE**  
AUGUSTIN TBOUL  
@ SALON DAHLMANN

**02:00 PM / STUDIO**  
BARRE NOIRE

**03:00 PM / RUNWAY**  
DIMITRI

**04:30 PM / RUNWAY**  
DESIGNER FOR TOMORROW  
HOSTED BY MARC JACOBS  
THE FASHION TALENT AWARD  
BY PEEK & CLOPPENBURG DÜSSELDORF

**05:30 PM / STUDIO**  
SOPOPULAR

**06:30 PM / RUNWAY**  
DAWID TOMASZEWSKI

**08:00 PM / RUNWAY**  
KAVIAR GAUCHE

**08:30 PM / OFFSITE**  
HUNKEMÖLLER

### Thursday 05 July 2012

**10:00 AM / RUNWAY**  
SCHUMACHER

**10:30 AM / STUDIO**  
BLAME

**11:30 AM / RUNWAY**  
RENA LANGE

**01:00 PM / RUNWAY**  
LAURÉL

**01:30 PM / OFFSITE**  
MARC CAIN  
@ HOTEL DE ROME

**02:00 PM / STUDIO**  
ISSEVER BAHRI

**03:00 PM / RUNWAY**  
MARCEL OSTERTAG

**03:30 PM / OFFSITE**  
GREEN SHOWROOM  
@ HOTEL ADLON KEMPINSKI

**04:30 PM / RUNWAY**  
UNRATH & STRANO

**05:30 PM / OFFSITE**  
HUGO BY HUGO BOSS

**06:30 PM / RUNWAY**  
MICHAEL SONTAG

**07:00 PM / STUDIO**  
DIETRICH EMTER

**7:30 PM / OFFSITE**  
MONGRELS IN COMMON & LIEBIG

**08:30 PM / RUNWAY**  
GUIDO MARIA KRETSCHMER

**10:00 PM / RUNWAY**  
IRINA SCHROTTER

### Friday 06 July 2012

**10:00 AM / RUNWAY**  
ANJA GOCKEL

**10:30 AM / STUDIO**  
MARC PHILIPPE COUDEYRE

**11:30 AM / RUNWAY**  
BLACKY DRESS

**01:00 PM / RUNWAY**  
HANNES KETTRITZ

**1:30 PM / OFFSITE**  
MALAIKARAISS  
@ VILLA ELISABETH

**02:00 PM / STUDIO**  
UBI SUNT

**03:00 PM / RUNWAY**  
STEVEN TAI  
PRESENTED BY MERCEDES-BENZ AND ELLE

**04:30 PM / RUNWAY**  
KILIAN KERNER

**05:00 PM / STUDIO**  
EP\_ANOUI BY EVA POLESCHINSKI

**06:00 PM / RUNWAY**  
PERRET SCHAAD

**07:00 PM / OFFSITE**  
PATRICK MOHR  
@ BABYLON

**08:00 PM / RUNWAY**  
FRIDA WEYER

**8:30 PM / OFFSITE**  
KUNSTHOCHSCHULE BERLIN  
WEISSENSEE  
@ GEMÄLDEGALERIE DER  
STAATLICHEN MUSEEN ZU BERLIN

**09:00 PM / OFFSITE**  
MICHALSKY  
@ TEMPODROM

**09:30 PM / RUNWAY**  
UNIVERSITÄT DER KÜNSTE BERLIN

### Saturday 07 July 2012

**10:00 AM / RUNWAY**  
IRENE LUFT

**10:30 AM / STUDIO**  
ANDY WOLF EYEWEAR & SUPERATED

**11:30 AM / RUNWAY**  
ADELINA IVAN, PATZAIKIN,  
TWENTY(2)TOO  
(ROMANIAN DESIGNERS)

**01:00 PM / RUNWAY**  
MINX BY EVA LUTZ

**02:00 PM / STUDIO**  
SEBASTIAN ELLRICH

**03:00 PM / RUNWAY**  
HOLY GHOST

**04:30 PM / RUNWAY**  
BURCE BEKREK, GÜNSELİ TÜRKAY,  
ZEYNEP ERDOGAN  
(ISTANBUL NEXT 2012)

**05:00 PM / STUDIO**  
SISSI GOETZE

**06:00 PM / RUNWAY**  
MIRANDA KONSTANTINIDOU

**7:00 PM / OFFSITE**  
RICARDO RAMOS  
@ KULTURFORUM BERLIN

**08:00 PM / RUNWAY**  
CRISTIANO BURANI,  
FRANCESCA LIBERATORE,  
LEITMOTIV  
(CAMERA NAZIONALE DELLA MODA ITALIANA)

TUESDAY / 03 JULY 2012 / 6:00 PM  
MERCEDES-BENZ FASHION WEEK BERLIN  
PREVIEW SHOW BY GRAZIA



Mercedes-Benz



MAYBELLINE  
NEW YORK



{ DESIGNER/for }  
TOMORROW

Berlin

EUROPÄISCHE UNION  
Europäischer Fonds für  
regionale Entwicklung  
Investition in Ihre Zukunft!

an IMG event

Access to all shows and events  
by invitation only. The schedule  
is subject to change. For  
further information please visit  
[www.berlin.mbfashionweek.com](http://www.berlin.mbfashionweek.com)

Press/Media shuttle service  
available courtesy of  
Mercedes-Benz.

Last Update: 25. Juni 2012, 10:04 vorm.



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SPRING / SUMMER  
**2013**  
JULY 04 - 07 2012

## Event Schedule

**Wednesday**  
**04 July 2012**

**Thursday**  
**05 July 2012**

**Friday**  
**06 July 2012**

**Saturday**  
**07 July 2012**

**08:00 AM**  
MAXI FASHION BREAKFAST  
Open until 11:00 AM  
By invitation only

**10:00 AM**  
PREMIUM  
@ STATION BERLIN  
LUCKENWALDER STRASSE 4-6, 10963 BERLIN  
open until 7 PM

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open until 7 PM

**10:00 AM**  
PREMIUM  
@ STATION BERLIN  
LUCKENWALDER STRASSE 4-6, 10963 BERLIN  
open until 7 PM

**10:00 AM**  
BREAD AND BUTTER  
@ FLUGHAFEN BERLIN-TEMPELHOF  
PLATZ DER LUFTBRÜCKE 5, 12101 BERLIN  
open until 7 PM

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**10:00 AM**  
(CAPSULE)  
@ POSTBAHNHOF  
STRASSE DER PARISER KOMMUNE 8, 10243 BERLIN  
open until 7 PM

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(CAPSULE)  
@ POSTBAHNHOF  
STRASSE DER PARISER KOMMUNE 8, 10243 BERLIN  
open until 7 PM

**10:00 AM**  
FASHIONING FASHION  
EUROPÄISCHE MODEN 1700-1915  
@ DEUTSCHES HISTORISCHES MUSEUM  
AUSSTELLUNGSHALLE,  
UNTER DEN LINDEN, 10117 BERLIN  
Open until 29 July 2012, 10 AM- 6 PM

**12:00 PM**  
RE-OPENING TEMPORARY  
SHOWROOM  
KASTANIENALLEE 36A, 10435 BERLIN  
Open until 7. July 2012, 12 PM - 8 PM

**01:00 PM**  
VOGUE SALON  
@ HOTEL DE ROME  
BEHRENSTRASSE 37, 10117 BERLIN  
Open until 03:00 PM  
By invitation only

**03:00 PM**  
VLADIMIR KARALEEV PREVIEW  
SS2013  
@ THEATER IM PODEWIL PALAIS  
KLOSTERSTRASSE 68, 10179 BERLIN  
Open until 5 PM  
By invitation only

**04:00 PM**  
ATELIER MARCZEWSKI  
SHOWROOM PRESENTATION -  
COUTURE COLLECTION SS2013  
WITH GIEBULTOWSKI JEWELLERY  
@ MARCZEWSKI SHOWROOM  
NIEBUHRSTRASSE 11, 10629 BERLIN

**06:00 PM**  
DSTM X TISSUE RECEPTION  
@ LE CHAT GRIS  
LINIENSTRASSE 40, 10119 BERLIN  
Open until 09:00 PM  
By invitation only

**06:30 PM**  
BURDA STYLE GROUP COCKTAIL  
Open until 09:00 PM  
By invitation only

**06:30 PM**  
START YOUR FASHION BUSINESS  
@ PAROCHIALKIRCHE  
KLOSTERSTRASSE 67, 10179 BERLIN  
Open until 08:00 PM  
By invitation only

**09:00 PM**  
MERCEDES-BENZ & VOGUE  
FASHION NIGHT  
By invitation only

**07:00 PM**  
COINTREAU FASHION TÊTE-À-TÊTE  
PRESENTS ALEXIS MABILLE  
COCKTAILS AND FOOD  
@ RADIALSYSTEM  
HOLZMARKTSTRASSE 33, 10243 BERLIN  
By invitation only



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MAYBELLINE  
JOBS  
NEW YORK



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TOMORROW



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