

BERLIN
— SHOW —
ROOM

WOMEN | SPRING / SUMMER 2016

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ROOM

WOMEN | SPRING / SUMMER 2016

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AS FASHION DIRECTOR OF ELLE GERMANY KATHRIN SEIDEL WORKS FOR ONE OF THE MOST INFLUENTIAL FASHION MAGAZINES IN GERMANY. HER KNOWLEDGE AND TAKE ON THE INDUSTRY, ESPECIALLY FOR YOUNG BERLIN-BASED DESIGN, REFLECT ON THE RAPID CHANGES OF HIGHLY CREATIVE OUTPUT.

I remember Berlin from the mid-eighties when I was there for my studies. I had gone to a German fashion fair called 'Berliner Durchreise' where I witnessed an outstanding show from designer Claudia Skoda. This was my earliest memory of Berlin fashion.

After 1989 when the wall came down, things changed radically, but it still took awhile longer for the fashion crowd to come back to Berlin. It started slowly with some designers who had found their niche in a city that was not mainstream; a city whose conflicts and subversive culture would feed their inspiration and development. Beyond the borders, however, hardly anyone was paying attention.

Decades later, things are rapidly changing as the city solidifies its artistic and cultural rapport. Berlin fashion, without a doubt, is gaining popularity and credibility. What makes the designs here so interesting is its decisive move away from mainstream, commercial trends. Strong individual collections produced to the highest standards have easily made the city's fashion a strong international contender. And it seems to me the collections are only getting more fascinating with each season.

With tremendous support from different domestic players, including Projekt Zukunft/Berlin's Senate Department for Economics, Technology and Research, the city's crop of young talents are poised to position themselves on the fashion map along with international heavyweights. Its only a matter of time before these designers cement their status and reap the success and respect they so deserve.

KATHRIN SEIDEL

Berlin Showroom was initiated by Projekt Zukunft/Berlin's Senate Department for Economics, Technology and Research. It is largely financed by the programme 'Opening up New Markets' and the EFRE fund. The joint presentation is realised by IDZ Designpartner Berlin GmbH in cooperation with Arne Eberle press+sales and the Regional initiative Projekt Zukunft.

BERLIN SHOWROOM
WOMEN | SPRING/SUMMER 2016
SEPTEMBER 17-19, 2015

WOMAN SHOWS
775 WASHINGTON STREET
MEATPACKING DISTRICT
NEW YORK, NY 10014
THU-SAT: FROM 10 AM TO 7 PM

BRAND LIST NEW YORK:

ANTONIA GOY

BOESSERT/SCHORN

CRUBA

ESTHER PERBANDT

EVYĪ

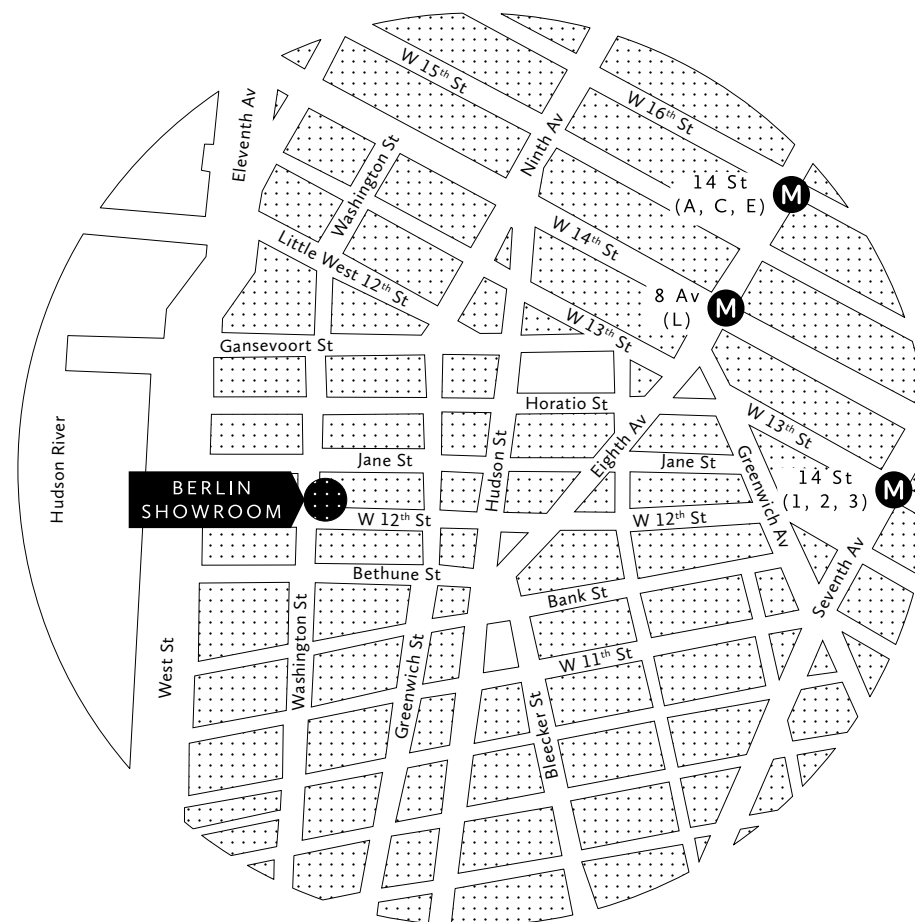
HERMIONE FLYNN

KXN

PHILOMENA ZANETTI

UMASAN

VLADIMIR KARALEEV



Subway, line L:
8th Av

Subway, lines 1, 2, 3:
14th St

Subway, lines A, C, E:
14th St

BERLIN SHOWROOM
WOMEN | SPRING/SUMMER 2016
OCTOBER 2-5, 2015

ESPACE MODEM
25 RUE YVES TOUDIC
75010 PARIS
FRI-SUN: FROM 10 AM TO 7 PM
MON: FROM 10 AM TO 6 PM

BRAND LIST PARIS:

ANTONIA GOY

CRUBA

HIEN LE

MARINA HOERMANSER

PERRET SCHAAD

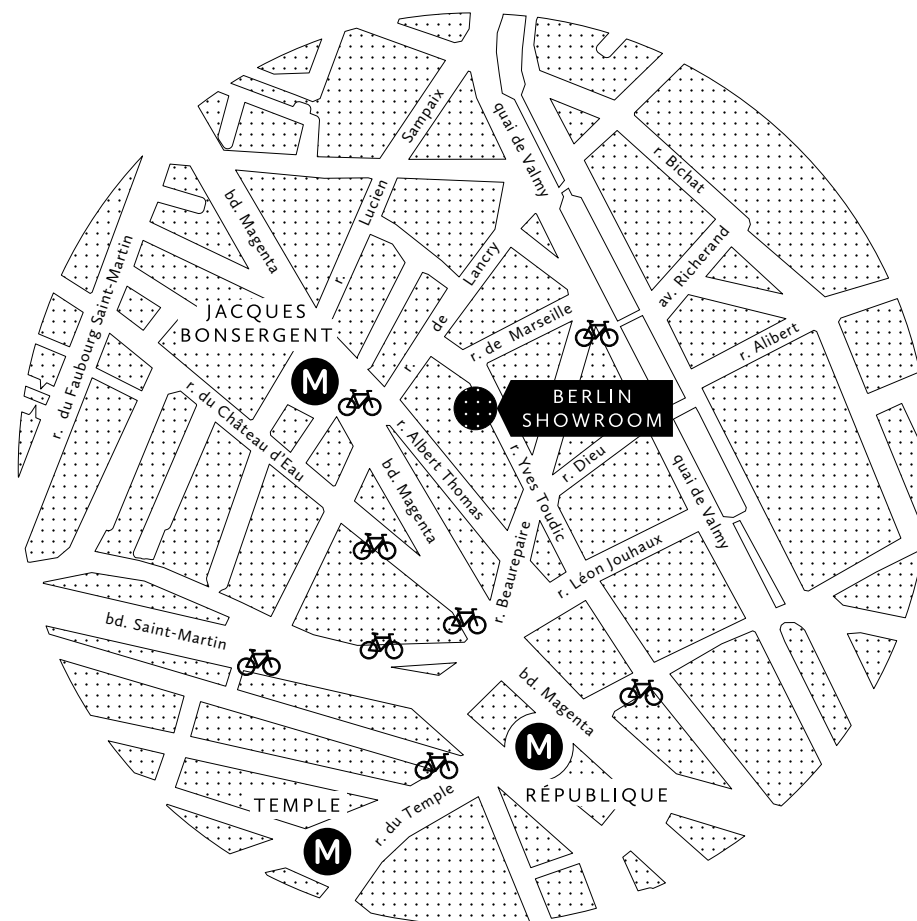
PUGNAT

SCHMIDTTAKAHASHI

STARSTYLING

TIEDEKEN

UCON ACROBATICS



Métro, line 5:
Jacques Bonsergent

Métro, lines 3, 5, 8, 9, 11:
République

GERMAN SUMMER

Photography: JANA GERBERDING
Fashion Editing: ISABELLE THIRY
Fashion Assistance: NAUVA
Hair: KARL HEKLUND | MIKAS
Makeup: ISCHRAK NITSCHKE | BLOSSOM
Model: EVA | SUPREME MANAGEMENT PARIS



Shirt: PERRET SCHAAD
Overall: HERMIONE FLYNN



Top: **UCON ACROBATICS**
Trousers: **PUGNAT**



Shirt: **UMASAN**
Jacket: **VLADIMIR KARALEEV**
Shorts: **SCHMIDTTAKAHASHI**



Top: UCON ACROBATICS
Skirt: ANTONIA GOY





Shirt: HIEN LE
Trousers: STARSTYLING





Dress: VLADIMIR KARALEEV
Jacket & Trousers: CRUBA



Shirt: HIEN LE
Shorts: PHILOMENA ZANETTI



Shirt: PERRET SCHAAD
Overall: HERMIONE FLYNN



Coat: STARSTYLING
Trousers: HERMIONE FLYNN



Top: UMASAN
Trousers: ESTHER PERBANDT



Shirt, Jacket & Trousers:
MARINA HOERMANSEDER



Top: UCON ACROBATICS



Shirt: HIEN LE
Shorts: PHILOMENA ZANETTI



Shirt: SCHMIDTTAKAHASHI
Skirt: BOSSERT/SCHORN



Coat: **STARSTYLING**
Trousers: **HERMIONE FLYNN**



Overall: TIEDEKEN
Jacket: VLADIMIR KARALEEV



Overall: TIEDEKEN
Jacket: VLADIMIR KARALEEV
Scarf: KXN



Sweater: EYVI
Skirt: PERRET SCHAAD



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ANTONIA GOY

ANTONIA GOY

WWW.ANTONIAGOY.COM | WOMENSWEAR & ACCESSORIES,
SINCE 2006 | DESIGNER: ANTONIA GOY | PRICE RANGE: € 85-475

Antonia Goy is influenced by her times abroad and the different creative fields in which she grew up. The tension between space and motion forms the basis of her designs, with inspirations sourced from everyday life: images, travels, and random discovery. This creates an interplay of innovative prints and knits, minimalist cuts as well as excellent draping and well-balanced volumes. Passion for high quality garments, fit, and a commitment to high craftsmanship generates a new experience of down-to-earth luxury.

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Photo Credit: Philipp Bögler



BOSSERT / SCHORN



WWW.BOSSERT-SCHORN.DE | WOMENSWEAR,
SINCE 2006 | DESIGNER: SONIA BOSSERT | PRICE RANGE: € 60-160
POINT OF SALES: KICK PLEAT, NO. 6, TOTOKAELO

Boessert/Schorn is the label from designer Sonia Boessert. Boessert/Schorn's clothes are individual explorations into surface, form and function—a research into the formal posture of each garment. Sonia Boessert is passionate about the construction of clothing and makes her own patterns. Her speciality is the combination of knit and woven material in one item.

The layered style of the brand is rough and nonchalant and thus, a comfortable look for everyday life. Boessert/Schorn presents its collections in Tokyo and Paris. Worldwide, the collection is sold at 20 boutiques throughout Japan, United States, and Germany.

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Photo Credit: Boessert



CRUBA

C R U B A

WWW.CRUBA-BERLIN.COM | WOMENSWEAR, SINCE 2009
 DESIGNER: MIRA VON DER OSTEN | PRICE RANGE: € 95-1200

CRUBA is a German brand based in Berlin. It was founded in 2008 by designer Mira von der Osten, who was trained in New York and Paris. For the past years, CRUBA has been a part of the great new Berlin journey, where creative industries play a pivotal role in the world's need to build more wholesome urban environments.

Mira's collections express the lightness and movement of fine woven cashmere and other natural materials. Her design is one of subtle intervention. Upon closer inspection, one notices intricate cuts, an architectural approach, and quality perfectionism. Her designs reflect the energy and creative esprit of one of the hottest cities in the world.

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Photo Credit: Anna Rosa Gau

ESTHER PERBANDT



WWW.ESTHERPERBANDT.COM | MENSWEAR, WOMENSWEAR & ACCESSORIES,
SINCE 2004 | DESIGNER: ESTHER PERBANDT | PRICE RANGE: € 80-350
POINT OF SALES: CON DE JONE, SPRINGSOUX, WUT BERLIN

Esther Perbandt was born and raised in Berlin, toughened in Moscow and polished in Paris. She completed a European Master's in Fashion and Textile Design in Paris, as well as a post-graduate study at the Institut Francais de la Mode.

In 2003, she returned to Berlin to found her namesake label Esther Perbandt and has become a fixed element in the Berlin fashion scene ever since. The label surprises with androgynous silhouettes that maintain sex appeal, with unexpected tailoring and unique fabrics crafted for strong personalities, irrespective of gender.

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Photo Credit: Birgit Kaulfuss

EVYİ

evyï

WWW.EVYI.DE | WOMENSWEAR & ACCESSORIES, SINCE 2012

DESIGNER: EWELINA SMARZ | PRICE RANGE: € 16-130

POINT OF SALES: APROPOS CONCEPT STORE, LUDWIG BECK, VIVACES MODES

Evyï is a label founded by German-based Ewelina Smarz. In 2011, she was desperately looking for a loop-scarf with decisive colours and superior quality. The lack of the fashion accessory motivated Ewelina to create her own sample, which she had knitted by her mom.

After being stopped many times on the streets of Frankfurt and asked about her individual creation, she decided to start her own label in early 2012. She began with her intuition and her passion for unique and contemporary knitwear designs. Since that first sample, her range of knitwear has grown significantly. In 2012, the first autumn/winter collection was set at selected retailers and has since reached additional well-known retailers.

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Photo Credit: Neven Allgeier

HERMIONE FLYNN



HERMIONE FLYNN

WWW.HERMIONEFLYNN.COM | WOMENSWEAR & ACCESSORIES,
SINCE 2011 | DESIGNER: HERMIONE FLYNN | PRICE RANGE: € 50-1000

The motivation behind Hermione Flynn, as a designer and brand, is a tenacious addiction to the creative process. As a trained performance artist, Flynn approaches each creative endeavor with intellectual and artistic integrity, producing work that is unique in both design and concept.

Unable to limit herself and the brand, Hermione Flynn can be (un)defined as fashion designer, performance artist, installation artist, film and image maker.

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Photo Credit: Evelyn Bencicova

HIEN LE

H I E N L E

WWW.HIEN-LE.COM | MENSWEAR, WOMENSWEAR
 & ACCESSORIES, SINCE 2010 | DESIGNER: HIEN LE | PRICE RANGE: € 70-300
 POINT OF SALES: ANDREAS MURKUDIS, OPIA, VOO STORE

Before starting his own business, Hien Le acquired several experiences in different patches of the fashion scene and chose to implement his collected skills into his own independent fashion label in 2010.

With his third collection, he claimed the third place prize of the 'Start Your Fashion Business' Awards and made his first runway debut during Mercedes-Benz Fashion Week in Berlin. Soon after, he was nominated 'best newcomer' by the prestigious international fashion trade magazine Sportswear International. In 2012, the label won the coveted Musikexpress Style Award and has since opened Mercedes-Benz Fashion Week Berlin annually with its collections.

Besides concentrating on discreet cuts and the subtle application of details, Hien Le maintains his claim to manufacturing clothing that combines diligent design with accurate workmanship, all of which is produced in Germany. In response to positive feedback and increasing demand, Hien Le is now available in the UK, Switzerland, Germany and online at dsq2o6.com.

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Photo Credit: Pascal Gambarte



KXN



WWW.KXN-STUDIO.COM | ACCESSORIES, SINCE 2015
 DESIGNERS: ISABEL KIBLER & YOH NAGAO | PRICE RANGE: € 100-350

KXN is a collaboration between Isabel Kibler and Yoh Nagao, who are joining forces to explore the synergies of accessory design and visual art. Passion, knowledge and experience come together to create exceptional accessories. KXN accessories are handcrafted, made of the finest materials, and produced with great care and love. The first collection features silk scarves depicting the best of Yoh Nagao's art work. Fragmented colors, patches and patterns form a never-before-seen visuality that's stunningly extraordinary, printed on high quality silk, and made ready to wear.

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Photo Credit: Isabel Kibler

MARINA HOERMANSER



WWW.MARINAHOERMANSER.COM | WOMENSWEAR & ACCESSORIES,
SINCE 2013 | DESIGNER: MARINA HOERMANSER
PRICE RANGE: € 23-900 | POINT OF SALE: AUDREY'S CLOSET, KADEWE, KONK

Marina Hoermanseder is a Berlin-based women's wear label. The young French-Austrian designer's work represents a bold individualism, combining the finest artisanal sophistication with eccentric, yet elegant designs.

Marina Hoermanseder's collection unites progressive cuts with fetish elements, experimenting with sharp contrasts and playing with unconventional beauty. Precisely fitted leather corsets and intricate closures are combined with delicately flowing fabrics, revealing the individual signature of the designer. With slender silhouettes and subtle details such as leather straps, buckles, gatherings and rivets, Hoermanseder creates an interplay between the avant-garde and ready-to-wear with her own particular extravagant aesthetic.

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Photo Credit: Stefan Kraul



PERRET SCHAAD

PERRET SCHAAD

WWW.PERRETSCHAAD.COM | WOMENSWEAR, SINCE 2009

DESIGNERS: JOHANNA PERRET & TUTIA SCHAAD | PRICE RANGE: € 200-1200

POINT OF SALE: LE SOIR LE JOUR, MODA OPERANDI, SCHWARZHOGERZEIL

Perret Schaad was established in 2009 by Johanna Perret and Tutia Schaad. Inspired by modern women and their lifestyles, Perret Schaad's pieces show a unique sensibility for colours, a strong focus on details and an interest in creating outstanding, yet wearable designs. Perret and Schaad use valuable quality fabrics with unique fluidity and tactility and combine them harmonically—or in contrast, to achieve their own aesthetic. Keeping an intuitive method in their design process, with inventive draping but also precise cuts, Perret Schaad creates sharp, yet sensual silhouettes.

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Photo Credit: Christian Marguardt

PHILOMENA ZANETTI

PHILOMENA ZANETTI
BERLIN

WWW.PHILOMENAZANETTI.COM | WOMENSWEAR, SINCE 2014
DESIGNER: JULIA LEIFERT | PRICE RANGE: € 200-1500

With Philomena Zanetti, Julia Leifert is setting out to dispel the myth that environmental awareness and premium fashion are mutually exclusive. Her cruelty-free lifestyle and attitude led her down the path to developing high quality sustainable fashion that suits her own aesthetic vision. The brand is specialized in pure and minimalist contemporary and business attire made in and near Berlin, Germany.

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Photo Credit: Amy CK

PUGNAT

PUGNAT

WWW.PUGNAT.COM | WOMENSWEAR, SINCE 2007
DESIGNER: ANTJE PUGNAT | PRICE RANGE: € 100-700
POINT OF SALE: CAPRICE, NACHBARIN, VERMEERIST

Pugnat stands for sophisticated knitwear. Stitch by stitch, row by row, and with her unmistakable and poetic sensibility, designer Antje Pugnat tells a story of feminine beauty and subtle sexiness that is characterised by a passionate spirit, fine artistic craft and an uncompromising dedication to quality.

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Photo Credit: Jackie Hardt



SCHMIDTTAKAHASHI

schmidtttakahashi

WWW.SCHMIDTTAKAHASHI.DE | WOMENSWEAR, MENSWEAR & ACCESSORIES,
SINCE 2010 | DESIGNERS: EUGÉNIE SCHMIDT & MARIKO TAKAHASHI
PRICE RANGE: € 50-600 | POINT OF SALE: CEMENT, LN-CC, 69B LONDON

Since 2010, Schmidttakahashi has been experimenting with production cycles and digital media to initiate new processes in the fabrication of garments and to offer new aesthetics in high fashion based on these principles.

Schmidttakahashi maps the relation of clothing to identity through its designs. Their vision is to produce unique one-off pieces from a selection of used garments that are later archived in an online database, where clients can retrace each item's story by scanning a QR-Code.

This approach provides every piece with an individual context and involves the consumer who, more than simply acquiring a garment, develops a personal relationship to the clothes and their respective histories. This idea of sustainable design means not only recreating clothes, but also recreating identity.

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Photo Credit: Mary Scherpe



STARSTYLING



WWW.STARSTYLING.NET | MENSWEAR, WOMENSWEAR & ACCESSORIES,
SINCE 2001 | DESIGNER: KATJA SCHLEGEL | PRICE RANGE: € 20-600
POINT OF SALE: HARVEY NICHOLS, GALERIES LAFAYETTE, WUT BERLIN

The crux of Starstyling's world is to play with timeless classics, twisting them around, splashing color on them and topping them with a dose of humour. Here, fashion is an outlet to reflect on our impressions. Starstyling is dedicated to critical reflection and the observation of social trends, which finds expression through the interaction of irony, fun and deliberate provocation. This enchanting process is supported by a conscious naivety and a great sense of detail.

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Photo Credit: Katja Schlegel | Starstyling

TIEDEKEN

TIEDEKEN

WWW.TIEDEKENSTUDIOS.COM | WOMENSWEAR & ACCESSORIES,
SINCE 2010 | DESIGNERS: REGINA TIEDEKEN & TOM KELLER
PRICE RANGE: € 35-250 | POINT OF SALES: AND A, JENKO, WUT BERLIN

Tiedeken stands for colorful high quality knitwear and strong graphic designs combined with elaborate cuts and patterns.

The label was launched in 2010 by former Vivienne Westwood assistant Regina Tiedeken and product designer Tom Keller. Today the collection is sold in Europe and Asia. Tiedeken's flagship store and studio A7 is located in the heart of Berlin-Mitte, with all items fairly produced in Europe. The Berlin-based designer duo is now presenting its 12th collection for Spring/Summer 2016.

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Photo Credit: Valeria Mitelman

UCON ACROBATICS



UCON ACROBATICS

WWW.UCON-ACROBATICS.COM | MENSWEAR, WOMENSWEAR &
ACCESSORIES, SINCE 2001 | DESIGNERS: JOCHEN SMUDA &
MARTIN FUSSENEGGER | PRICE RANGE: € 13-150 | POINT OF SALES:
GESTALTEN VERLAG, MAJESTIC, VOO STORE

Ucon Acrobatics established its opening collection in the early summer of 2001. Founders Jochen Smuda and Martin Fussenegger came with a vision to develop a lifestyle brand anchored by creativity, quality tailoring, innovative appliqués and ethical production. With a passion for the work of talented artists and the design community surrounding them, Jochen and Martin embraced collaborations to build a creative environment for the brand. From the brand's studio in Berlin, its focus remains on bespoke fabrics, tailored cuts, and notable detailing.

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Photo Credit: Tobias Faiss



UMASAN

UMASAN

WWW.UMASAN-BERLIN.COM | MENSWEAR, WOMENSWEAR &
ACCESSORIES, SINCE 2010 | DESIGNERS: ANJA &
SANDRA UMANN | PRICE RANGE: € 45-220 | POINT OF SALES:
MANUFACTUM, SHOP UNTITLED, STIERBLUT

Umasan creates avant-garde 'feel-good' fashion with innovative fabrics and sophisticated Japanese cutting technique. The label creates a brave new world combining high-end taste with the latest innovation, with consideration for the planet's longevity and its inhabitants. Our high-end collection is dedicated to the new 'change avant-garde', combining comfort and taste without sacrificing responsibility and consciousness. The Umasan style is marked by a timeless expression of color and design, which is conspicuous through details.

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Photo Credit: Gregor Hohenberg

VLADIMIR KARALEEV

VLADIMIR KARALEEV

WWW.VLADIMIRKARALEEV.COM | MENSWEAR, WOMENSWEAR,
SINCE 2010 | DESIGNER: VLADIMIR KARALEEV | PRICE RANGE: € 45-250
POINT OF SALES: ASSEMBLY, NO. 6, UNA

Greatly influenced by contemporary art, Bulgarian-born designer Vladimir Karaleev creates extraordinary contemporary men's and women's wear, which achieves a balance between geometrically abstract lines and maintains functionality.

The designer develops innovative silhouettes throughout different processes, including the creative handling of fabrics, which results in outstanding pieces with experimental cuts whose imperfections shape their unique character. His great affinity for the art world is also expressed in his remarkable presentations, which have been a part of the official program of Mercedes-Benz Fashion Week Berlin since 2011.

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Photo Credit: Cathleen Wolf



► **ANN TIAN**
www.anntian.de

Paris:
October 2–5, 2015
Anntian Showroom
36 rue des Gravilliers
75003 Paris
From 10 am to 7 pm

► **AUGUSTIN
TEBOUL**
www.augustin-teboul.com

Paris:
Sept. 29–Oct. 10, 2015
Ana Luiza Fashion Office
5 rue Cambon
75001 Paris
T. +33 (0) 1 44 54 04 44
(by appointment)

► **LUNETTES
KOLLEKTION**
www.lunettes-kollektion.com

Paris:
October 2–5, 2015
Tranoï Femme
Palais Brongniart
2 place de la Bourse
75002 Paris
From 9 am to 7 pm

► **MIROÏKE**
www.miroike.com

Paris:
October 2–5, 2015
Tranoï Femme
Carrousel du Louvre
99 rue de Rivoli
75001 Paris
From 9 am to 7 pm

► **TRIPPEN**
www.trippen.com

Paris:
October 1–6, 2015
Trippen Showroom
13 rue Jean Poulmarch
75010 Paris
(by appointment)
—
October 2–5, 2015
Première Classe
Terrasse des Feuillants
Jardin des Tuileries
75001 Paris
From 9 am to 7 pm

► **UMASAN**
www.umasen-berlin.com

Paris:
October 2–5, 2015
Tranoï Femme
Palais Brongniart
2 place de la Bourse
75002 Paris
From 9 am to 7 pm

► **VONSCHWANEN-
FLÜGELPUPKE**
www.vonsp.com

New York:
Aug. 1–Sept. 30, 2015
Fashionhaus, LLC
58 West 40th Street,
9th Floor
New York, NY 10018

Paris:
October 2–5, 2015
Tranoï Femme
Palais Brongniart
2 place de la Bourse
75002 Paris
From 9 am to 7 pm

List of Other Berlin Designers in New York & Paris.

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WWW.EXLJBRIS.COM

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