

BERLIN
— SHOW —
ROOM

WOMEN | AUTUMN / WINTER 2016-17

BERLIN
— SHOW —
ROOM

WOMEN | AUTUMN/WINTER 2016-17

4
INTRODUCTION

6
LOCATION & DATES

8
FASHION EDITORIAL:
JAWLINE FOR DAYS

▶ 32
Antonia Goy

▶ 34
CRUBA

▶ 36
Esther Perbandt

▶ 38
Hien Le

▶ 40
Perret Schaad

30
DESIGNERS

50
BERLINOIS
IN PARIS

52
IMPRINT

▶ 42
Pugnat

▶ 44
Schmidtakahashi

▶ 46
Starstyling

▶ 48
Tata Christiane

PR CONTACT
ARNE EBERLE PRESS+SALES
DANZIGER STR. 162
10407 BERLIN
T. +49 (0) 30 780 878 56
HALLO@BERLINSHOWROOM.COM
WWW.BERLINSHOWROOM.COM



ARNE EBERLE, FOUNDER OF ARNE EBERLE PRESS+SALES, AND TIM DAMPMANN, SENIOR PROJECT & PR MANAGER, WERE ENTRUSTED WITH BERLIN SHOWROOM BY PROJEKT ZUKUNFT/BERLIN'S SENATE DEPARTMENT OF ECONOMICS, TECHNOLOGY AND RESEARCH.

BERLIN SHOWROOM IS A SPECIAL INITIATIVE HELPING YOUNG, INNOVATIVE FASHION DESIGN FROM BERLIN TO GROW AND DEVELOP IN A HIGHLY COMPETITIVE INTERNATIONAL MARKET.

After the terrible attacks in Paris last November, communities of all size and make-up found themselves moving closer together. The depth of the tragedy was felt by all, down to every last nerve; and yet with this newfound vulnerability came a strong resolve for people everywhere to extend support and kindness to communities beyond their own. In our ever globalizing world, we have reached a point where solidarity has become an essential component of life.

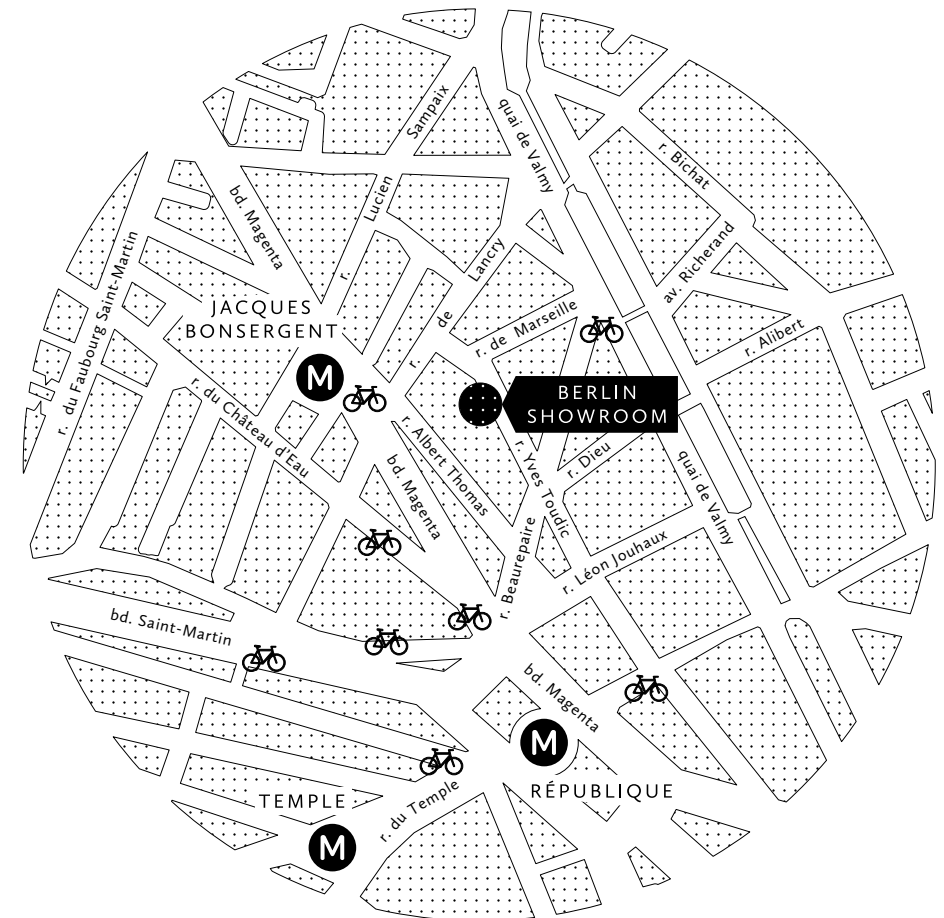
At the heart of this belief lies the idea that fair and sustainable practices are fundamental to a peaceful and cooperative world. Within the framework of our industry, Berlin Showroom has always sought to promote young and innovative designers, who not only embody the spirit of creativity, but also do so in sustainable and cruelty-free ways.

Thanks to the lasting commitment of Tanja Muehlhans from Projekt Zukunft/Berlin's Senate Department for Economics, Technology and Research (major initiators and sponsors of Berlin Showroom) and a fruitful collaboration with IDZ Design Partner GmbH, we can proudly say that Berlin Showroom continues to make its mark internationally. This cherished project has developed into a unique and substantial venture for Berlin's creative community. The work and love that everyone has poured into this project fuels and strengthens the vision we set out to grow two years ago.

Through the open minds and support of the global community at large, Berlin Showroom continues to flourish, helping designers find their footing abroad. In this 7th season of Berlin Showroom, and from our community to yours, we bring you a carefully curated portfolio of Autumn/Winter 2016-17 fashion design from Berlin.

ARNE EBERLE & TIM DAMPMANN

Berlin Showroom was initiated by Projekt Zukunft/Berlin's Senate Department for Economics, Technology and Research. It is largely financed by the programme 'Programm für Internationalisierung/Foreign Trade Promotion Programme' 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 | AUTUMN/WINTER 2016-17
MARCH 4-7, 2016

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

MÉTRO, LINE 5: JACQUES BONSERGENT
MÉTRO, LINE 3, 5, 8, 9, 11: RÉPUBLIQUE

BE

R

LI

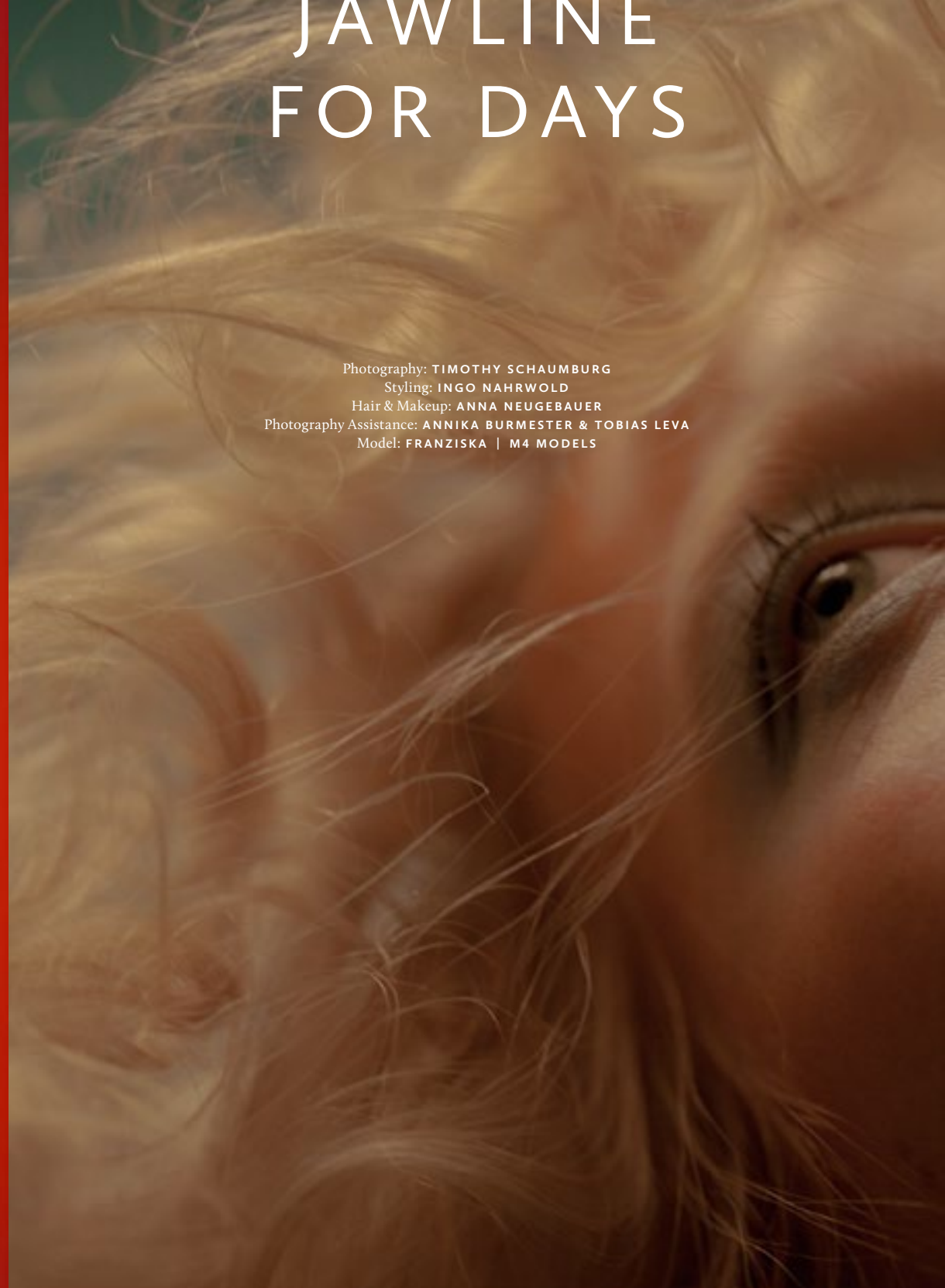
N

Shirt & Jacket: ESTHER PERBANDT
Top: PUGNAT



JAWLINE FOR DAYS

Photography: TIMOTHY SCHAUMBURG
Styling: INGO NAHRWOLD
Hair & Makeup: ANNA NEUGEBAUER
Photography Assistance: ANNIKA BURMESTER & TOBIAS LEVA
Model: FRANZISKA | M4 MODELS



Turtleneck: **STARSTYLING**
Jacket & Coat: **ANTONIA GOY**

Shirt: **ESTHER PERBANDT**
Sweater: **PUGNAT**





Coat: PERRET SCHAAD



Jacket worn as Top & Trousers: **ANTONIA GOY**
Jacket: **TATA CHRISTIANE**



Dress & Sweater: **HIEN LE**
Trousers: **PERRET SCHAAD**



Sweater: **CRUBA**
Shirt: **PERRET SCHAAD**



Jacket & Trousers: SCHMIDTTAKAHASHI



Jacket & Coat: **CRUBA**



Turtleneck & Coat: **STARSTYLING**



Dress & Sweater: **HIEN LE**
Trousers: **PERRET SCHAAD**



Skirt worn as Dress: **STARSTYLING**
Sweater: **TATA CHRISTIANE**



Jacket & Trousers: **SCHMIDTTAKAHASHI**



Turtleneck & Coat: **STARSTYLING**



Shirt & Jacket: ESTHER PERBANDT
Top: PUGNAT



BE

R

—
|

N

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.

► Company Contact

Antonia Goy
Heidestr. 46,
Gebäude H, 2. OG
10557 Berlin
info@antoniagoy.com
T. +49 (0) 30 446 503 86
M. +49 (0) 151 587 218 64

► Press Contact

Andreas Freitag
Agency V
andreas@agencyv.com
T. +49 (0) 30 887 268 020

► Sales Contact

Björn Kubeja
sales@antoniagoy.com
T. +49 (0) 30 446 503 86
M. +49 (0) 151 587 218 64

Photo Credit: Philipp Bögler



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.

► Company Contact

CRUBA
Auguststr. 28
10117 Berlin
info@cruba-berlin.com
T. +49 (0) 30 260 766 71
M. +49 (0) 172 656 52 70

► Press Contact

Benedicta von Budenbrock
press@cruba-berlin.com
T. +49 (0) 30 260 766 78

► Sales Contact

Caroline Wurlitzer
sales@cruba-berlin.com
T. +49 (0) 30 260 766 78

Photo Credit: Anna Rosa Krau





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.

► Company Contact

Esther Perbandt
Almstadtstr. 3
10119 Berlin
mail@estherperbandt.com
T. +49 (0) 30 885 367 91
M. +49 (0) 179 292 12 87

► Press Contact

Esther Perbandt
press@estherperbandt.com
T. +49 (0) 30 885 367 91
M. +49 (0) 179 292 12 87

► Sales Contact

Alain K. Gerwin
Rough Edges
info@roughedges.biz
T. +49 (0) 211 924 166 65
M. +49 (0) 172 237 75 42

Photo Credit: Birgit Kaulfuss



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.

► Company Contact

Hien Le
Eisenbahnstr. 11
10997 Berlin
mail@hien-le.com
T. +49 (0) 30 680 751 17
M. +49 (0) 178 525 56 68

► Press Contact

Friederike Zenner
Agency V
friederike@agencyv.com
T. +49 (0) 30 420 192 00

► Sales Contact

Hien Le
mail@hien-le.com
T. +49 (0) 30 680 751 17



Photo Credit: Pascal Gambarte

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.

► Company Contact

Perret Schaad
Osloer Str. 16
13359 Berlin
mail@perretschaad.com
T. +49 (0) 30 747 499 57
M. +49 (0) 176 247 037 42

► Press Contact

Johanna Perret
mail@perretschaad.com
T. +49 (0) 30 747 499 57
M. +49 (0) 176 247 037 42

► Sales Contact

Tutia Schaad
mail@perretschaad.com
T. +49 (0) 30 747 499 57
M. +49 (0) 176 247 037 42



Photo Credit: Getty Images

PUGNAT

WWW.PUGNAT.COM | WOMENSWEAR & ACCESORIES, SINCE 2007
DESIGNER: ANTJE PUGNAT | PRICE RANGE: € 100-900
POINT OF SALE: CAPRICE, NACHBARIN, VERMEERIST BEAMS

Pugnat stands for sophisticated knitwear. Stitch by stitch, row by row, and with her unmistakable and poetic sensibility, designer Antje Pugat 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.

► Company Contact

Pugat
Potsdamer Str. 70
10785 Berlin
antje@pugat.com
T. +49 (0) 30 263 669 94
M. +49 (0) 179 522 93 40

► Press Contact

Andreas Freitag
Agency V
andreas@agencyv.com
T. +49 (0) 30 887 268 023

► Sales Contact

Antje Pugat
sales@pugat.de
T. +49 (0) 30 263 669 94
M. +49 (0) 179 522 93 40

Photo Credit: Jackie Hardt



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.

► Company Contact

Schmidttakahashi
Chausseestr. 9
10115 Berlin
mail@schmidttakahashi.de
T. +49 (0) 30 238 866 89
M. +49 (0) 162 135 27 22

► Press Contact

Eugénie Schmidt &
Mariko Takahashi
mail@schmidttakahashi.de
T. +49 (0) 30 238 866 89

► Sales Contacts

Japan:
Mr. & Ms. Suwahara Zanjya
zeniya@zeniyainc.com
T. +81 (0) 3 5778 0014

Worldwide:
Eugénie Schmidt &
Mariko Takahashi
sales@schmidttakahashi.de
T. +49 (0) 30 238 866 89



Photo Credit: Mary Scherpe



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.

► Company Contact

Starstyling
Mulackstr. 4
10119 Berlin
mail@starstyling.net
T. +49 (0) 30 970 051 82
M. +49 (0) 170 301 20 95

► Press Contacts

Japan:
Izumi Nagano
WUT Berlin
izumi-nagano@hpgrp.com

Worldwide:
Eva Stöhr
eva@starstyling.net
T. +49 (0) 30 970 051 82

► Sales Contacts

China:
Tony Tang
Bright Unity International Limited
tony.tang@brightunity.com
T. +852 3907 0832

Japan:
Yann Le Goec
H.P.France—WUT Berlin
yann_le_goec@hpgrp.com
T. +81 (0) 3 3797 1505

Worldwide:
Kai Seifried
kai@starstyling.net
T. +49 (0) 30 970 051 82
M. +49 (0) 170 301 20 95



Photo Credit: Starstyling



WWW.TATACHRIANE.COM | MENSWEAR, WOMENSWEAR & ACCESSORIES,
SINCE 2007 | DESIGNER: JULIE BOURGEOIS | PRICE RANGE: € 20-350
POINT OF SALE: BORDERLINE APPAREL, H. LORENZO, WUT BERLIN

Tata Christiane is a fashion brand founded in 2007 by Tata and Hanrigabriel. The brand's collections are serially unique, bringing costume design elements into various art performances, theater, cinema, photography and music projects.

Tata Christiane is a vision of street costume; it proposes an absurd and disturbing vision of beauty, with decline, maladjustment, extravagance and immoderation. It plays with the border between elegance and bad taste, as it digs up old memories and recycles the waste of our civilisation, becoming a monomaniacal machination that is at once monstrous and sublime. Tata Christiane could have been a punk, if she were not also an ambiguous queen, a one-eyed flautist, a gypsy woman and a street child. Tata Christiane is for boys and girls, women and transvestites, men and old people, kings and madmen.

► Company Contact

Tata Christiane
Julie Bourgeois
Am Stadtpark 2-3
10367 Berlin
tatachristiane@yahoo.fr
T. +49 (0) 178 168 72 68

► Press Contact

Arne Eberle
Arne Eberle press+sales
hi@arneeberle.de
T. +49 (0) 30 780 878 58

► Sales Contacts

Hong Kong:
Andy Ho
Jenko LTD
andy90122109@gmail.com
T. +85 (0) 290 122 109

Japan:
Yann Le Goec
H.P.France—WUT Berlin
yann_le_goec@hpgrp.com
T. +81 (0) 3 3797 1505

Worldwide:
Julie Bourgeois
contact@tatachristiane.com
T. +49 (0) 178 168 72 68



Photo Credit: Valquiere Veljkovic

► **ANNTIAN**
www.anntian.de

March 4–6, 2016
Location to be announced
anne@anntian.de
(by appointment)

► **BOBBY KOLADE**
www.bobbykolade.com

Dates to be announced
Johann Schroeder Showroom
johann@johannschroederconsulting.com
(by appointment)

► **SABRINA DEHOFF**
www.sabrinadehoff.com

March 4–7, 2016
Premiere Classe
Terrasse des Feuillants
Jardin des Tuileries
75001 Paris
From 9 am to 7 pm

► **TRIPPEN**
www.trippen.com

March 3–8, 2016
Trippen Showroom Paris
17 rue Notre-Dame
de Nazareth
75003 Paris
From 10 am to 8 pm

—
March 4–7, 2016
Premiere Classe
Terrasse des Feuillants
Jardin des Tuileries
75001 Paris
From 9 am to 7 pm

► **UMASAN**
www.umasan-berlin.com

Paris:
March 4–6, 2016
Tranoi Femme
Carrousel du Louvre
99 rue de Rivoli
75001 Paris
From 9 am to 7 pm

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

March 4–7, 2016
Tranoi Femme
Palais Brongniart
2 place de la Bourse
75002 Paris
From 9 am to 7 pm

List of other Berlin Designers in Paris.

PUBLISHER

BERLIN | SENATE DEPARTMENT
FOR ECONOMICS, TECHNOLOGY
AND RESEARCH | INITIATIVE
PROJEKT ZUKUNFT

CONCEPT AND REALISATION

IDZ DESIGNPARTNER BERLIN GMBH
WWW.IDZ.DE
ARNE EBERLE PRESS+SALES
WWW.ARNEEBERLE.DE

EDITORS & PROJECT MANAGEMENT

ARNE EBERLE & TIM DAMPMANN

ART DIRECTION

DELPHINE DUBUISSON

FONTS

CALLUNA REGULAR
CALLUNA SANS REGULAR & BOLD
BY JOS BUIVenga (EXLJBRIS)
WWW.EXLJBRIS.COM

Berlin Showroom was initiated by Projekt Zukunft/Berlin's Senate Department for Economics, Technology and Research. It is largely financed by the programme 'Programm für Internationalisierung/Foreign Trade Promotion Programme' 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.

Directed by

Financed by

Organised by



Senate Department
for Economics, Technology
and Research



IDZ International
Design Center Berlin

Copyright material © 2016

All Rights Reserved. The content and works provided in this booklet are governed by the copyright laws of Germany. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without either the prior written permission of the publisher, or a license permitting restricted copying—except for press purposes. All trademarks used herein are the property of their respective owners. The use of any trademark in this booklet does not vest the author or publisher any trademark ownership rights in such trademarks, nor does the use of such trademarks imply any affiliation with or endorsement of this booklet by such owners.

