

BERLIN
— SHOW —
ROOM

WOMEN | SPRING/SUMMER 2015

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Alexx and Anton is an intimate fashion based style collective with well over 12 years experience in the fashion industry. Under the umbrella of Creative Direction, they bring a knowledge of style into every aspect of their work.

Whether photographing/styling editorial fashion stories, advertising campaigns, fashion brand consultation, or window display, an acute awareness of both the past and present culminate in an aesthetic language that reads as timeless for all creative concepts delivered. Now based in Berlin, their international clients base includes Hermès, Prada, L'Officiel Hommes, and Zoo Magazine.

Anyone with a minimal knowledge of the New York Meatpacking district knows that, as its name suggests, it represents simultaneously an expression of hedonism, degeneration, as well as progress. From its commonplace beginnings to its gritty scars, well up until and beyond its ultra-chic status for the fashion elite, the district is a testament to global, social, cultural and artistic growth. As literal refugees of this area first hand, we have witnessed and experienced the energy that comes with such a development. Poignantly enough, this very metamorphosis is happening within Berlin fashion and, for that matter, Berlin Showroom.

Burgeoning Berlin-based designers as well as those with a history of taking on the establishment, are once again, through Berlin Showroom, gearing up to impose their eclectic visions and creativity on both Paris and New York. The pulsating energy of today's Berlin has been so often compared to that of an early 80s New York. It is only fitting then that the showroom makes itself also present in the 'City of Dreams', after its steady success and expansion in Paris. This past year has already seen Berlin designers cement their foothold in the 'City of Lights' with the showroom extending its commitments in Paris with four showroom instalments throughout the year.

The exploration of the underground is prevalent in much of the designs, as well is in the cities where the collections will be presented this season. Some of the most exciting revelations can be found when scouring the underbelly of Paris, New York, or as it is, Berlin.

Innovation, texture, technique and print development are continually explored by the carefully selected roster of designers showcased in this season's showroom. Through its youthful approach and street sensitive language, the perspective of the 'New Metropolis' that is Berlin, is becoming more clearly an international force to be reckoned with.

ALEXX AND ANTON

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
12. — 14.09.2014

775 WASHINGTON STREET
MEATPACKING DISTRICT
NEW YORK, NY 10014
FRI — SUN: FROM 10 AM TO 7 PM

BRAND LIST NEW YORK:

ÂME SŒUR

ANTONIA GOY

C.NEEON

CRUBA

DSTM

I' VR ISABEL VOLLRATH

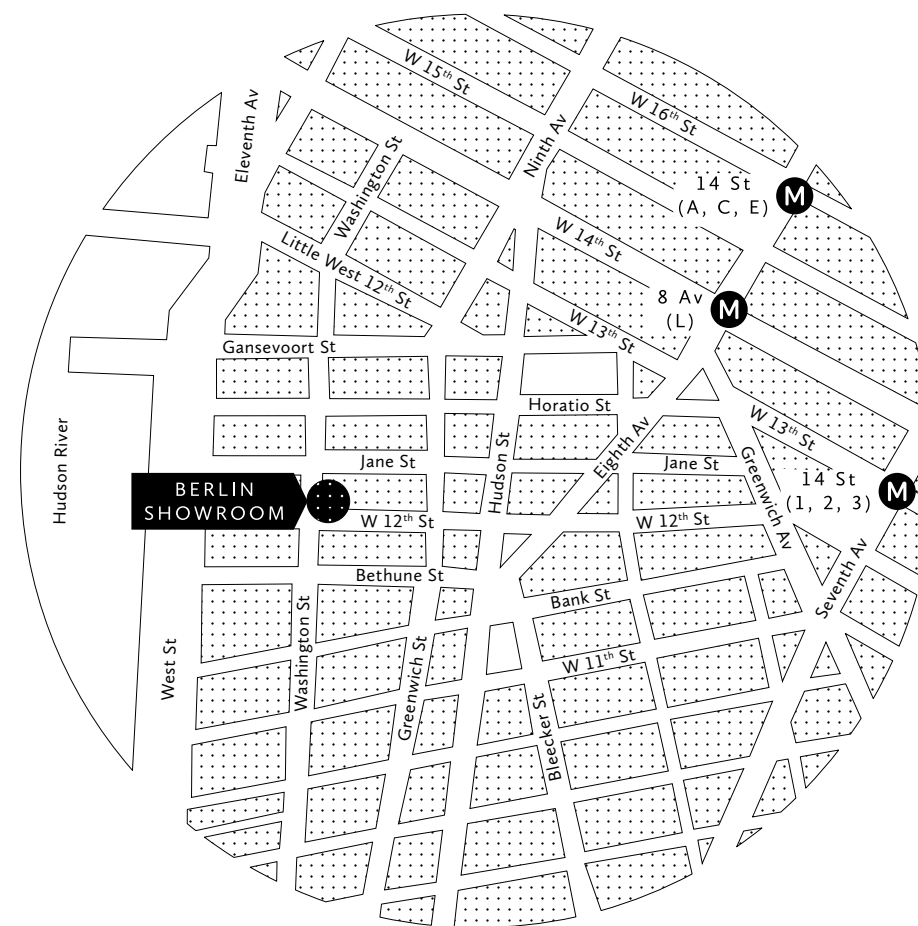
PERRET SCHAAD

SAMMLER BERLIN

SCHMIDTTAKAHASHI

TATA CHRISTIANE

VLADIMIR KARALEEV



Subway, line L:
8th Av

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

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

BERLIN SHOWROOM

26. — 29.09.2014

116, RUE DE TURENNE, 75003 PARIS

FRI — SUN: FROM 10 AM TO 7 PM

MON: FROM 10 AM TO 6 PM

BRAND LIST PARIS:

ÂME SŒUR

ANTONIA GOY

BARRE NOIRE

BIANCA FLEISCH

BOESSERT / SCHORN

CONCIS

DSTM

ESTHER PERBANDT

H I E N L E

I' VR ISABEL VOLLRATH

ISABELL DE HILLERIN

MARINA HOERMANSIEDER

MONYA WASILEWSKI

PERRET SCHAAD

PUGNAT

SCHMIDTTAKAHASHI

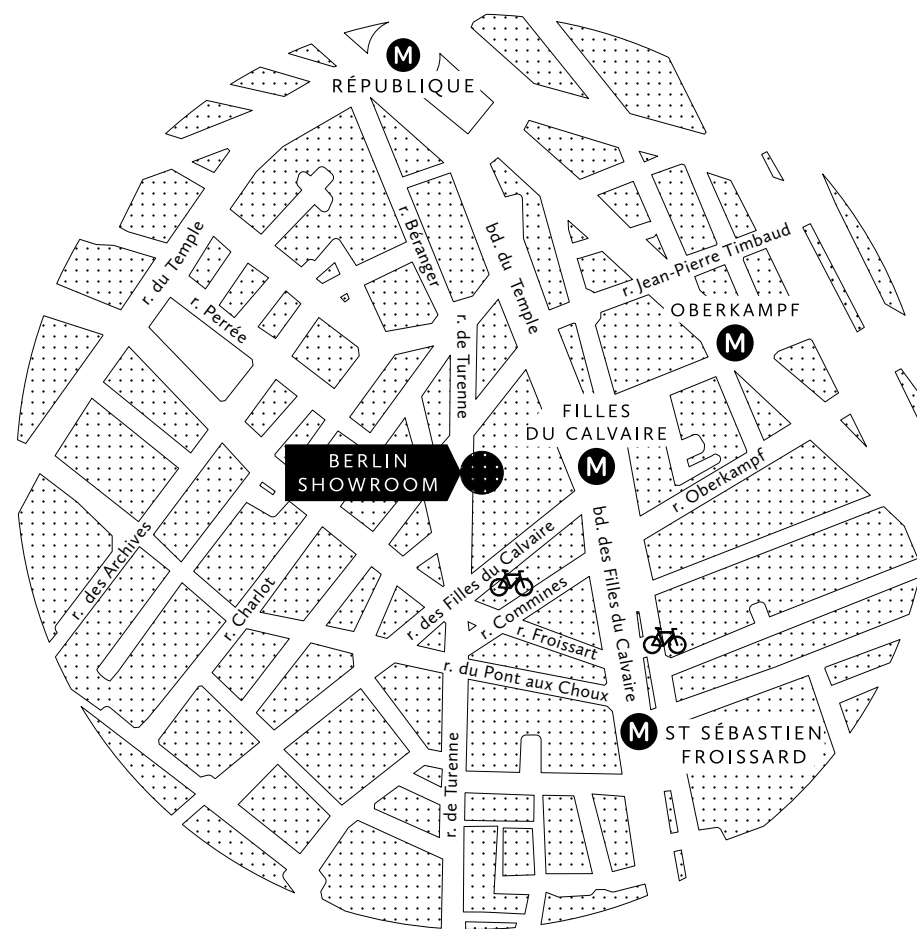
STARSTYLING

STEINROHNER

THOAS LINDNER

TIM LABENDA

PARIS



Métro, line 8:
 Filles du Calvaire
 or Saint Sébastien Froissart

Métro, lines 5, 9:
Oberkampf

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

BE

10

11

DESIGNERS

—

R

— |

N

ÂME SŒUR

DESIGNERS: SABINA & MADINA TASCHÉN
WOMENSWEAR & ACCESSORIES, SINCE 2008
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Photo Credit: Anna Daki



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Artwork: Antonia Goy

SS 15

BARRE NOIRE

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BARRE | NOIRE

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Photo Credit: Trevor Good



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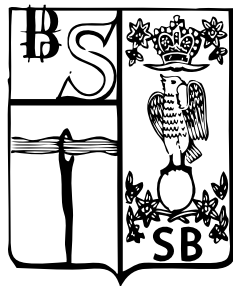
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Photo Credit: Sebastian Pjelles



BOESSERT/SCHORN

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Photo Credit: Boessert/Schorn



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Photo Credit: Alex Kohout



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Photo Credit: Jennifer Endorn



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Photo Credit: Anna Rosa Krau



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Photo Credit: Maxime Ballesteros



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Photo Credit: Birgit Kaulfuß



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Photo Credit: Patrick Houi



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Photo Credit: Jette Stoltje



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Photo Credit: Jens Kowa

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Photo Credit: Axel Jansen



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Photo Credit: Daniel Burchard



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Photo Credit: Jackie Hardt



PRESENTING IN NEW YORK

46

47

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DESIGNER: REBECCA SAMMLER
WOMENSWEAR, SINCE 2012
WWW.SAMMLER-BERLIN.COM

SAMMLER
▼ BERLIN ▼

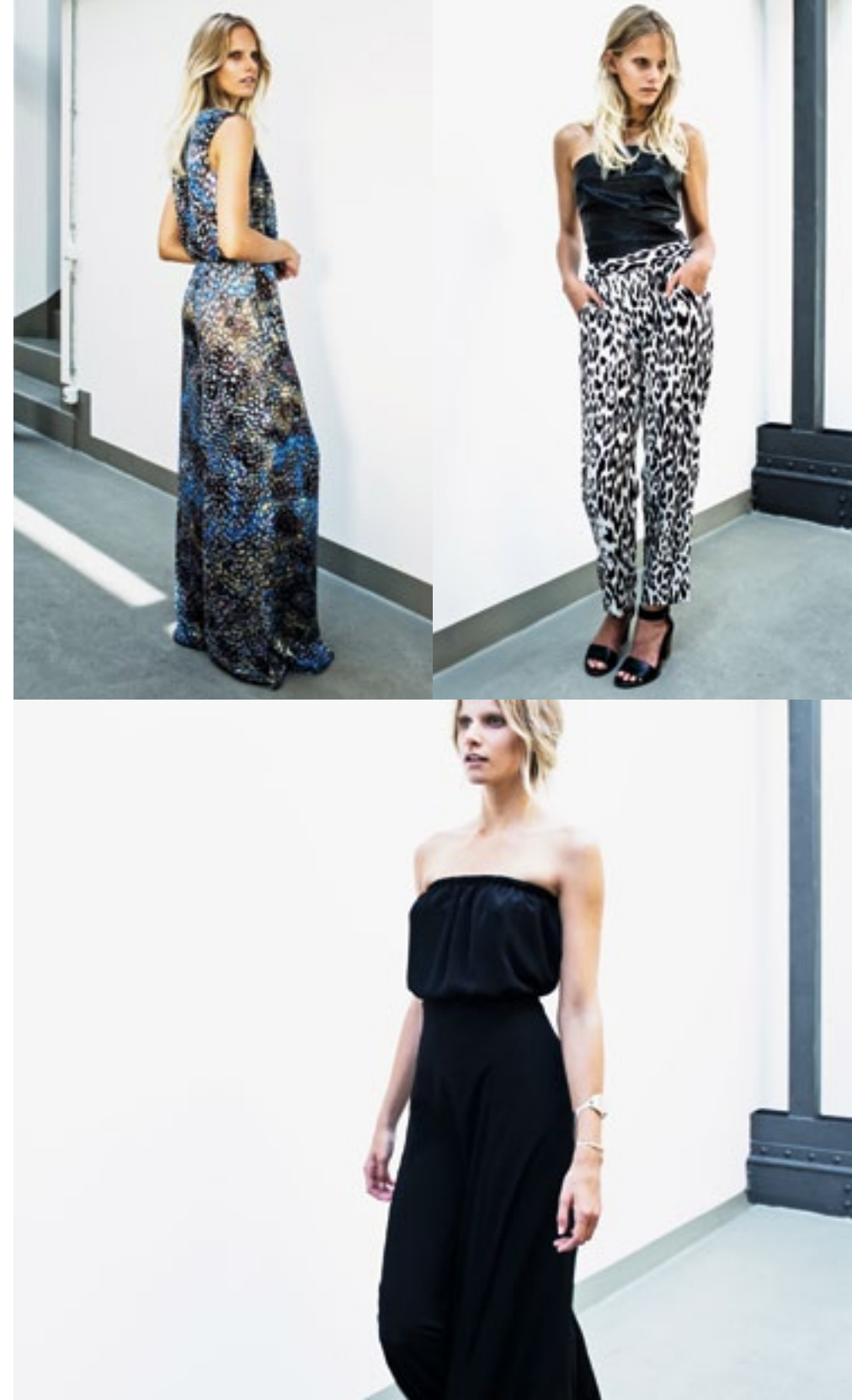
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Photo Credit: Neda Rajabi



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Photo Credit: Amos Fricke



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DESIGNER: KATJA SCHLEGEL
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Artwork: Starstyling Worldwide



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STEINROHNER

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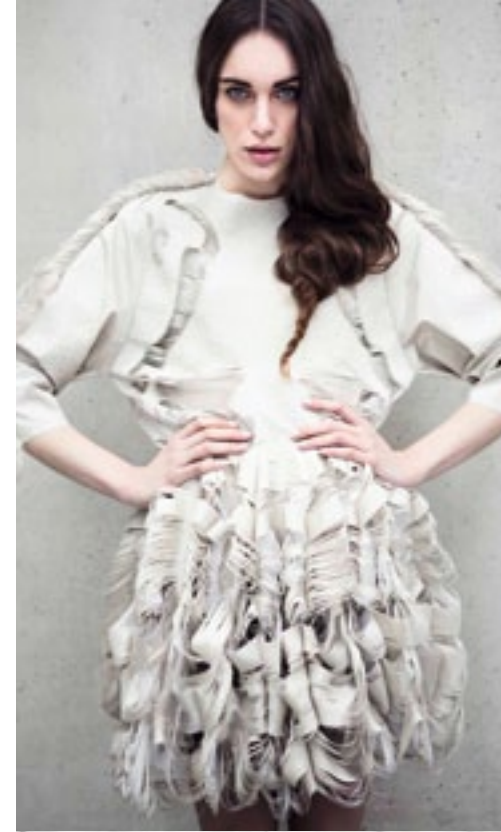


Photo Credit: Christine Kreiselmaier

TATA CHRISTIANE

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Photo Credit: Valquire Veljkovic

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Photo Credit: Stefan Kraul



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Photo Credit: Stefan Kraul



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MODEL | TATIANA — M4 MODELS
PHOTOGRAPHY ASSISTANCE | CEYHAN ALTUNTAS
HAIR & MAKEUP ASSISTANCE | NATALIE MARQUARD





PREVIOUS PAGE: TOP | HIEN LE, SKIRT | ESTHER PERBANDT
LEFT: JACKET & TROUSERS | CRUBA, TOP | BARRE NOIRE
RIGHT: BLOUSE | ISABELL DE HILLERIN, SKIRT | MARINA HOERMANSIEDER



LEFT: TOP | BOSSERT/SCHORN,
TROUSERS | SCHMIDTTAKAHASHI, BAG | PERRET SCHAAD
RIGHT: LEATHER JACKET | MONYA WASILEWSKI, DRESS | BIANCA FLEISCH





LEFT: SWEATER | STEINROHNER, TROUSERS | ISABELL DE HILLERIN,
BAG | MARINA HOERMANSIEDER
RIGHT: DRESS | ÂME SŒUR, JACKET | STEINROHNER

COAT | I' VR ISABEL VOLLRATH



SWEATER | ANTONIA GOY,
TROUSERS | TIM LABENDA





BOMBER JACKET | PERRET SCHAAD, DRESS | ISABELL DE HILLERIN



JACKET | THOAS LINDNER, DRESS | DSTM



LEFT: COAT | TATA CHRISTIANE, OVERALL | SAMMLER BERLIN
RIGHT: JACKET & TROUSERS | STARSTYLING, SHIRT | HIEN LE

COAT | CONCIS,
BLOUSE & SKIRT | PUGNAT,
SUNGLASSES | BARRE NOIRE



SHIRT & SWEATER | TIM LABENDA,
SKIRT | HIEN LE





LEFT: JACKET | TIM LABENDA, DRESS | C.NEEON
RIGHT: SHIRT | BIANCA FLEISCH, SHORTS | HIEN LE, HAT | PERRET SCHAAD

► 17 STEPHANIE SCHNEIDER
www.stephanieschneider.de

Paris:
26.09.—02.10.2014
Sit Down Galerie
4, rue Anastase
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From 10 am to 7 pm

► AKKESOIR
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► ANNTIAN
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26.—29.09.2014
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Palais de la Bourse
2, place de la Bourse
75002 Paris
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► AUGUSTIN TEBOUL
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Paris:
20.09.—10.10.2014
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From 9.30 am to 7 pm

► MYKITA
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Paris:
29.—30.09.2014
Mykita Showroom Paris
14, rue des Coutures
Saint-Gervais
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From 10 am to 7 pm

► REALITY STUDIO
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Paris:
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Première Classe
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From 9 am to 7 pm

► TRIPPEN
www.trippen.com

Paris:
26.—29.09.2014
Première Classe
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From 9 am to 7 pm

► UMASAN
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New York:
14.—16.09.2014
Coterie Trade Show
655 West 34th Street
NY 10001
From 9 am to 6 pm

Paris:
24.09.—03.10.2014
M3>Beside
Passage de Retz
9, rue Charlot
75003 Paris
From 10 am to 7.30 pm

► VLADIMIR KARALEEV
www.vladimirkaraleev.com

Paris:
25.—30.09.2014
Eastern Block Showroom
29, rue Notre-Dame de Nazareth
75003 Paris
From 10 am to 7 pm

► VONSCHWANEN-
FLÜGELPUPKE
www.vonsp.com

New York:
15.08.—26.09.2014
Fashionhaus
58 West 40th Street
NY 10018
T. +1 (212) 575 150 0
(by appointment)

Paris:
26.—29.09.2014
Tranoi
Carrousel du Louvre
99, rue de Rivoli
75001 Paris
From 9 am to 7 pm

List of Other Berlin Designers in New York & Paris.

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