

BERLIN
— SHOW —
ROOM

01. — 04.03.2014
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SAT — MON: FROM 10 AM TO 7 PM
TUE: FROM 10 AM TO 6 PM

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CONTENTS

	5	
	Introduction	
	7	
	Designers	
Antonia Goy	◀ 8	
	10 ▶	Bergnerschmidt
Boessert/Schorn	◀ 12	
	14 ▶	Concis
Dawid Tomaszewski	◀ 16	
	18 ▶	DSTM
Esther Perbandt	◀ 20	
	22 ▶	Firma Berlin
Franzius	◀ 24	
	26 ▶	Hien Le
Howl by Maria Glück	◀ 28	
	30 ▶	Isabell de Hillerin
Karlotta Wilde	◀ 32	
	34 ▶	Michael Sontag
Monya Wasilewski	◀ 36	
	38 ▶	Perret Schaad
Pugnat	◀ 40	
	42 ▶	Schmidttakahashi
Starstyling	◀ 44	
	46 ▶	Tiedeken
Vonschwanenflügelpupke	◀ 48	
	51	
	Location	
	53	
	Fashion Editorial: Pluralism	
	68	
	Berlinois in Paris	
	70	
	Imprint	

A new fashion season is upon us and with it comes promising new talents and seasoned labels looking to captivate with fresh trends and renewed visions. While each new season brims with increasing retail options, at Berlin Showroom we believe that editors, buyers, and consumers know what they love and should not have to sift through a maze of fashion affairs to find it. Our finely culled collections bring indispensable diversity and unrivaled talent without the excess.

For its third women's wear edition, a selective committee of esteemed journalists, editors, and stylists has assembled a diverse group of 21 designers—the best of Berlin fashion to be precise—to showcase the breadth of creativity and craftsmanship on offer for Autumn/Winter 2014-15. From refined minimalism to avant-garde ready-to-wear to chic streetwear, the 21 collections embody an ever-evolving fashion discourse from the increasingly relevant fashion capital of Berlin. The showroom is a comprehensive destination for you to discover, connect, and be inspired.

Berlin Showroom is an initiative and part of the strategy of Projekt Zukunft/Senate for Economics, Technology and Research in Berlin. The joint presentation is co-financed by the Foreign Trade Support Programme and the European Regional Development Fund. Berlin Showroom is realised by IDZ Designpartner Berlin GmbH in cooperation with Arne Eberle press+sales and Initiative Projekt Zukunft.

We look forward to welcoming you in Paris.

BE

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DESIGNERS

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ANTONIA GOY

8

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DESIGNER: ANTONIA GOY
WOMENSWEAR & ACCESSORIES, SINCE 2006
WWW.ANTONIAGOY.COM

ANTONIA GOY

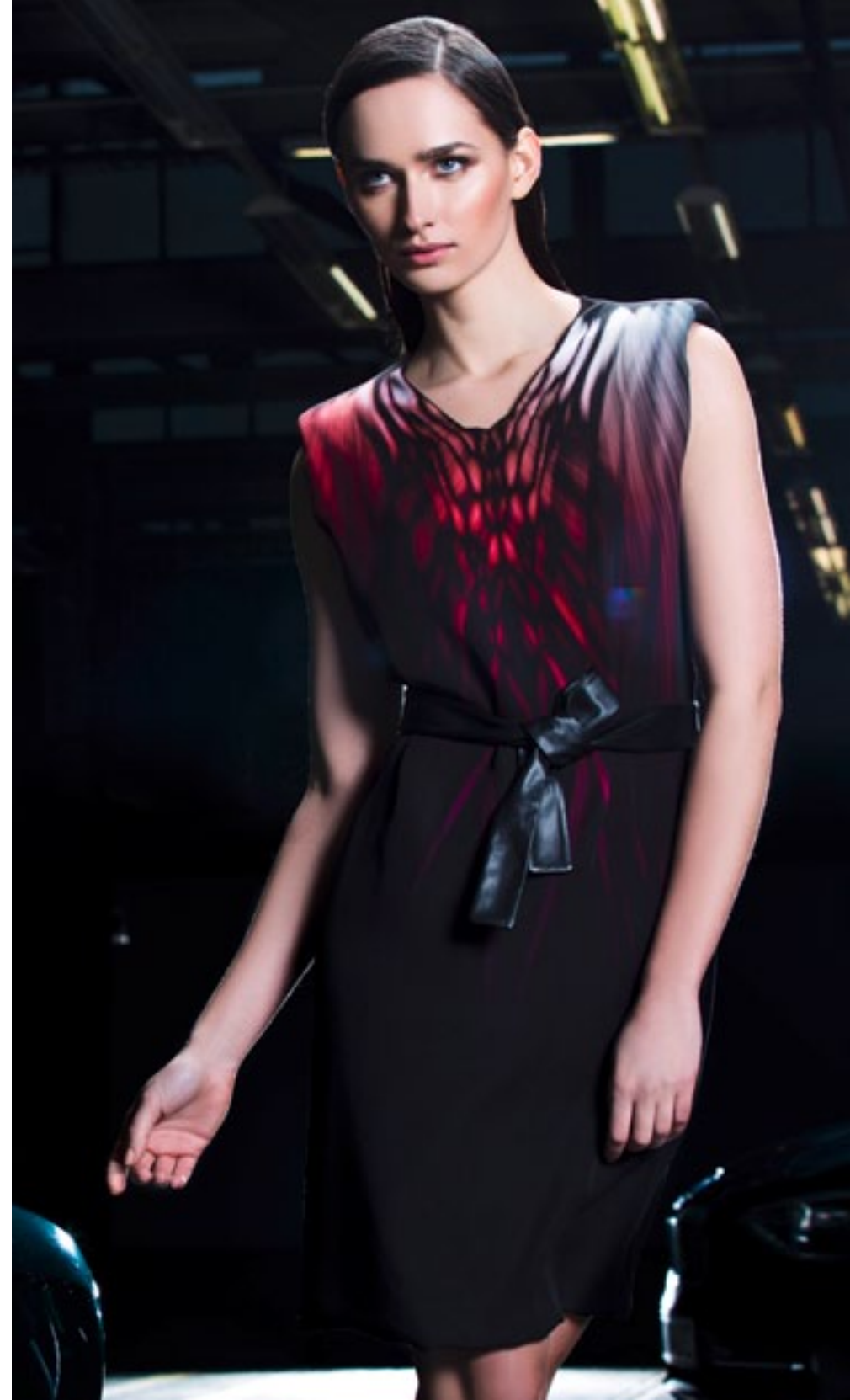
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Photo Credit: Schahriyar Eghbaly



BERGNER SCHMIDT

10

11

DESIGNERS:
LILY BERGNER & ELISABETH SCHMIDT
ACCESSORIES, SINCE 2009
WWW.BERGNER SCHMIDT.COM



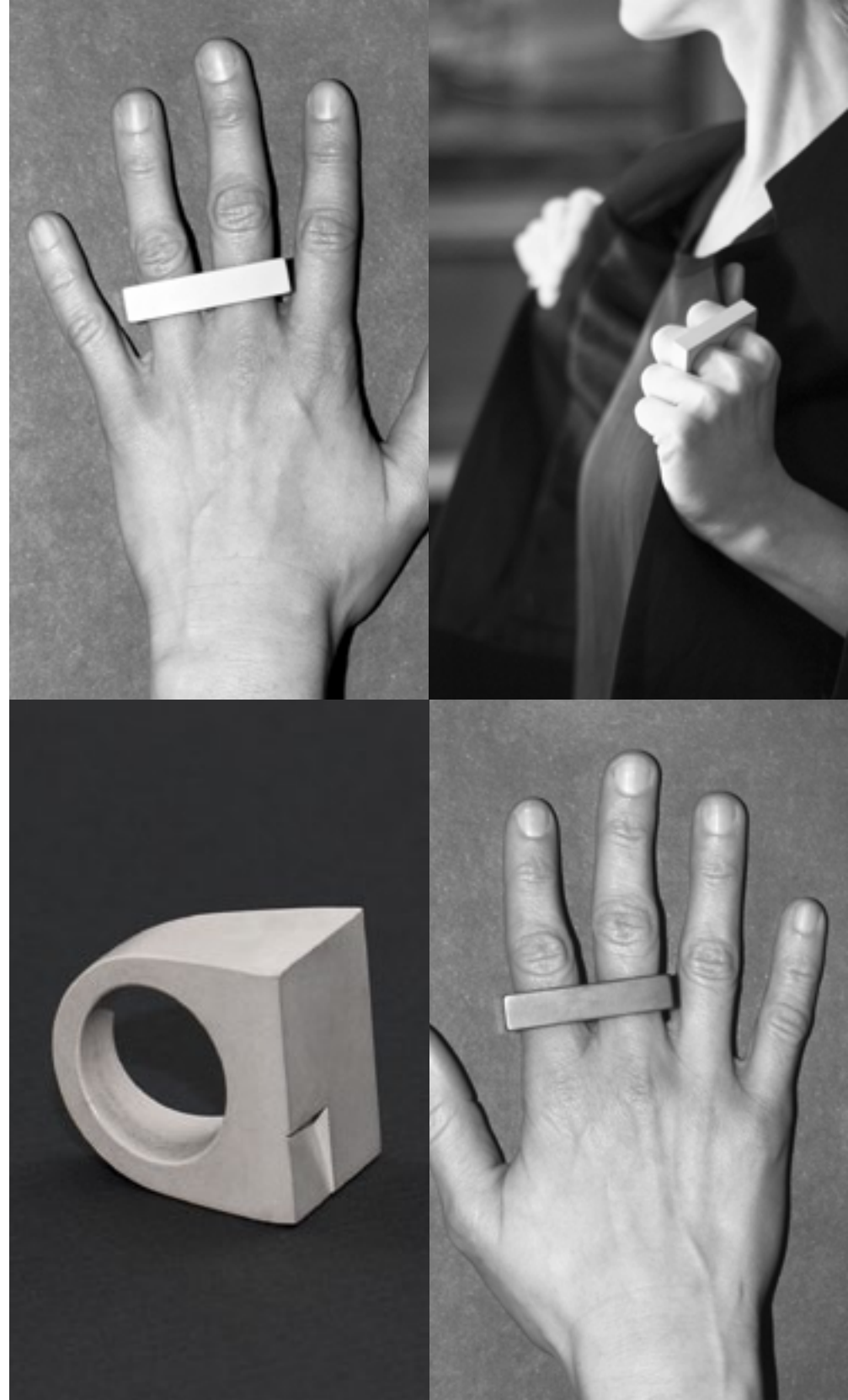
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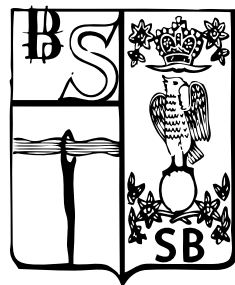
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Photo Credit: Stjepan Sedlar



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Photo Credit: Dan Belei



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Photo Credit: Christian Schwarzenberg

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16

17

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Photo Credit: Corina Lecca



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21

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WWW.ESTHERPERBANDT.COM

esther
perbandt

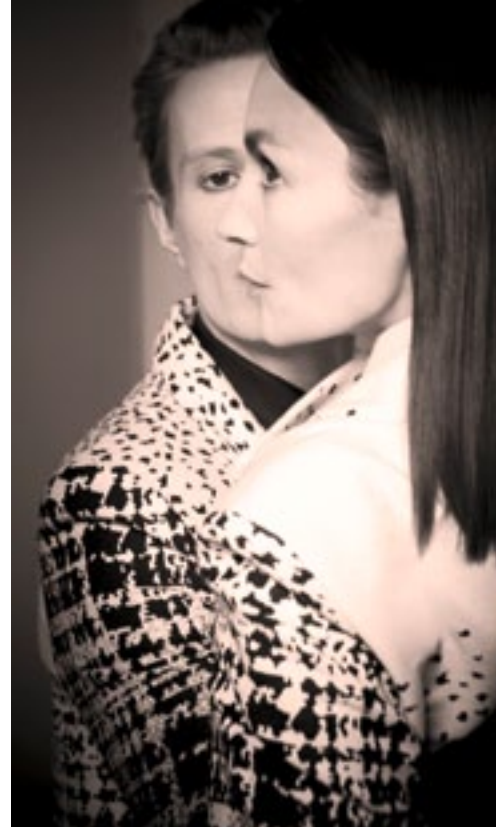
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Photo Credit: Birgit Kaulfuss



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22

23

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WOMENSWEAR, MENSWEAR
& ACCESSORIES, SINCE 1997
WWW.FIRMA.NET

FIRMA
BERLIN

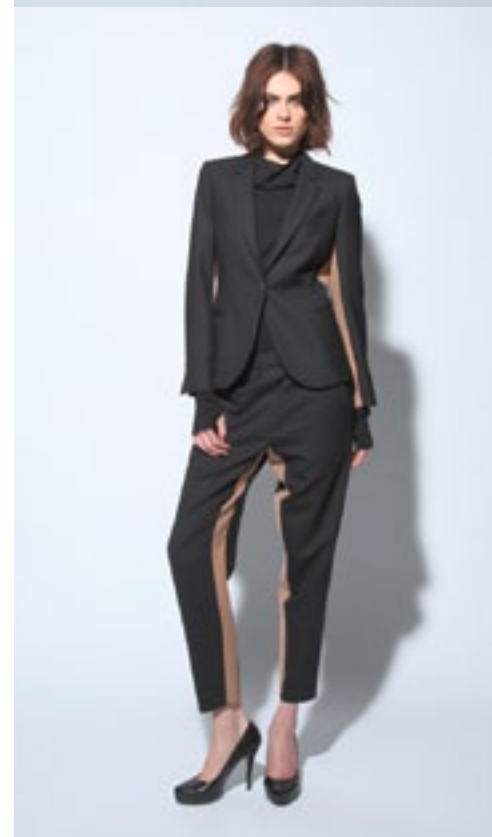
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Photo Credit: Martin Mai



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25

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Photo Credit: Piet Truhlar



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26

27

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WWW.HIEN-LE.COM

H I E N L E

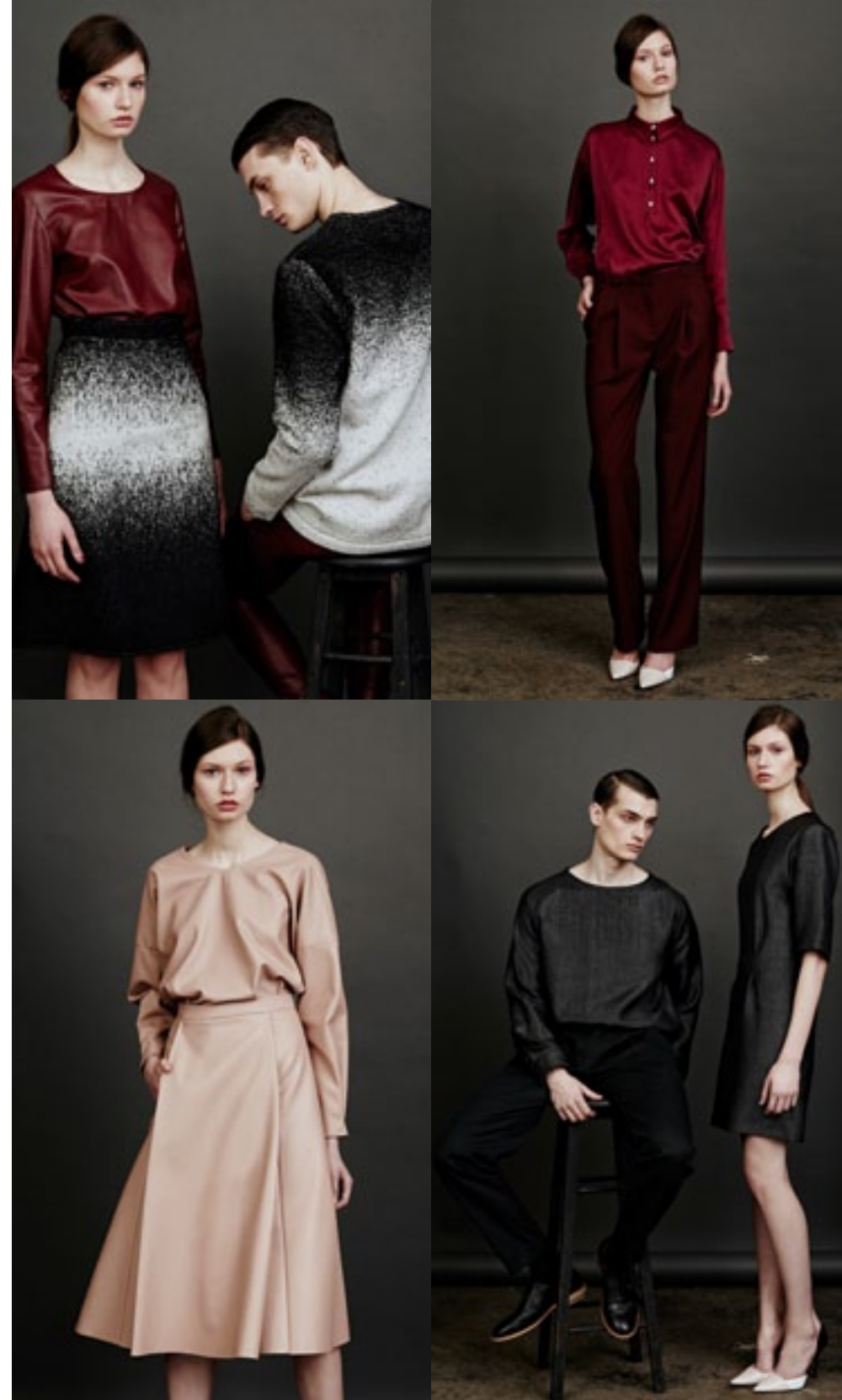
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Photo Credit: Patrick Houi



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Photo Credit: Lisa Winter



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Photo Credit: Karlotta Wilde



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34

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Photo Credit: Christian Schwarzenberg



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36

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Photo Credit: Dirk Hoffmann



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TIEDEKEN WINTER 14/15
CHROMATIC FLOW



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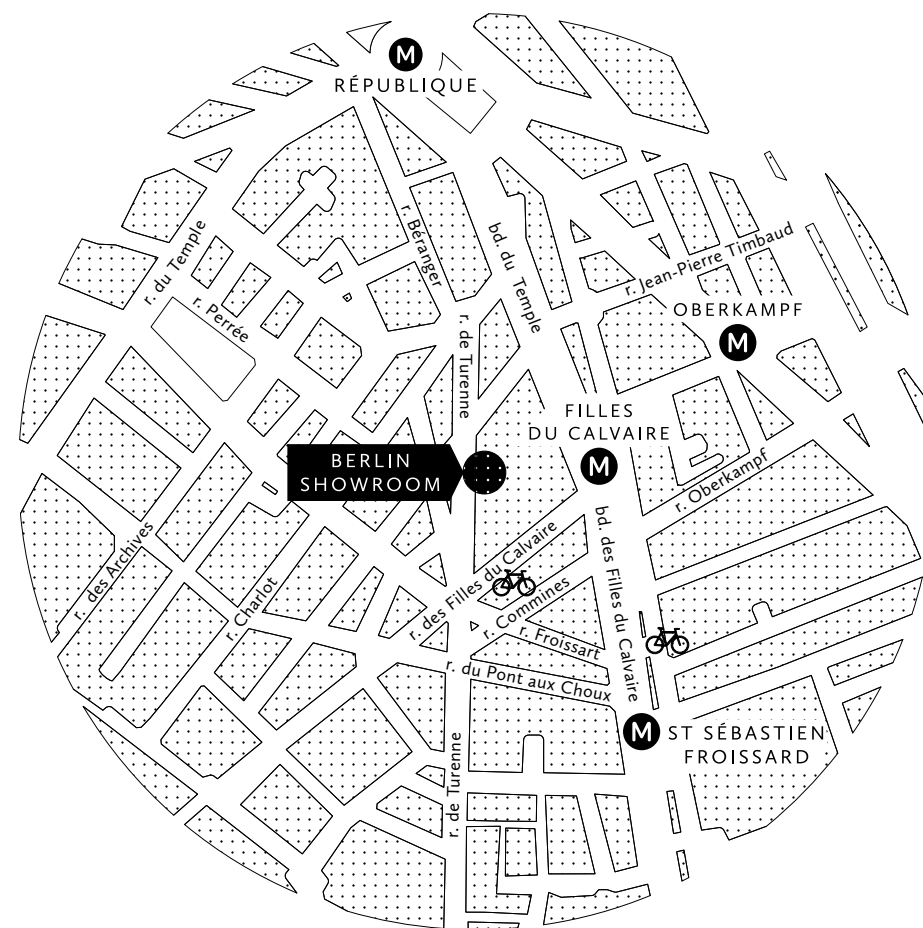
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Photo Credit: Wiebke Bosse



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or Saint Sébastien Froissart

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BE

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Pluralism

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Jacket | Vonschwanenflügelpupke



Coat | Esther Perbandt
Dress | Michael Sontag



Vest | Concis
Top | Schmidttakahashi
Cardigan | Pognat
Trousers | Firma Berlin



Top | Isabell de Hillerin
Skirt | Karlotta Wilde
Cuff | Bergnerschmidt



Coat | Antonia Goy
Top, Skirt & Turtleneck | Hien Le



Coat | Tiedeken
Top | Schmidttakahashi
Turtleneck | Franzius
Trousers | Dawid Tomaszewski



Top | Michael Sontag
Trousers | Perret Schaad



Jacket | Boessert/Schorn
Top | Franzius
Skirt | Antonia Goy



Coat | Monya Wasilewski
Sweater | Firma Berlin
Skirt | Franzius



Jacket | DSTM
Vest | Perret Schaad
Dress | Dawid Tomaszewski
Shirt | Michael Sontag



Shirt & Jacket | Howl
by Maria Glück
Bermudas | Hien Le





Jacket | Concis
Cardigan | Antonia Goy
Sweater | Starstyling
Trousers | Karlotta Wilde

► **17 STEPHANIE SCHNEIDER**
www.stephanieschneider.de
 28.02—04.03.2014
 Galerie Sit Down
 4, rue Sainte-Anastase
 75003 Paris
 From 10 am to 7 pm

► **ÂME SŒUR**
www.amesoeurfashion.com
 25.02.—10.03.2014
 n°10 Showroom,
 10, Rue Charlot
 75003 Paris
 (by appointment)

► **ANNTIAN**
www.anntian.de
 28.02—03.03.2014
 Anntian Private Showroom
 67, rue Quincampoix
 75003 Paris
 From 10 am to 8 pm

► **AUGUSTIN TEBOUL**
www.augustin-teboul.com
 27.02.—08.03.2014
 Analuiza Fashion Office
 5, rue Cambon
 75001 Paris
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 (by appointment)

► **CRUBA**
www.crubamirabecker.com
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 Cruba Private Showroom
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 (by appointment)

► **KISS BY FIONA BENNETT**
www.kissbyfionabennett.com
 28.02—03.03.2014
 Première Classe
 Jardin des Tuileries
 75001 Paris
 From 9 am to 7 pm

► **LUNETTES KOLLEKTION**
www.lunettes-kollektion.com
 28.02—03.03.2014
 Première Classe
 Jardin des Tuileries
 75001 Paris
 From 9 am to 7 pm

► **MAIAMI**
www.maiami.de
 28.02—02.03.2014
 Capsule Show
 Tapis Rouge
 67, rue du Faubourg
 Saint-Martin
 75010 Paris
 From 10 am to 7 pm

► **MIROÏKE**
www.miroike.com
 28.02—03.03.2014
 Tranoï Femme
 Carrousel du Louvre
 99, rue de Rivoli
 75001 Paris
 From 9 am to 7 pm

► **MYKITA**
www.mykita.com
 28.02—04.03.2014
 Mikita Showroom
 14, rue des Coutures
 Saint-Gervais
 75003 Paris
 From 9 am to 7 pm

► **ODEEH**
www.odeeh.com
 01.—06.03.2014
 Paris Fashion Week
 5, rue Debelleyne
 75003 Paris
 From 9 am to 7 pm
 (Thu 6th until 12 pm)

► **PENELOPE'S SPHERE**
www.penelopes-sphere.com
 28.02—02.03.2014
 Capsule Show
 Tapis Rouge
 67, rue du Faubourg
 Saint-Martin
 75010 Paris
 From 10 am to 7 pm

► **REALITY STUDIO**
www.realitystudio.de
 28.02—06.03.2014
 Vald Showroom
 14, rue du Château d'Eau
 75010 Paris
 From 10 am to 7 pm

► **SABRINA DEHOFF**
www.sabrinadehoff.com
 28.02—03.03.2014
 Première Classe
 Jardin des Tuileries
 75001 Paris
 From 9 am to 7 pm

► **THE MEDLEY INSTITUTE**
www.themedleyinstitute.com
 28.02—04.03.2014
 Galerie Jean Brolly
 16, rue de Montmorency
 75003 Paris
 From 9 am to 7 pm

► **TRIPPEN**
www.trippen.com
 28.02—03.03.2014
 Première Classe
 Jardin des Tuileries
 75001 Paris
 From 9 am to 7 pm

► **UMASAN**
www.umasen-world.com
 26.02.—07.03.2014
 Marcona 3 Beside
 Passage de Retz
 9, rue Charlot
 75003 Paris
 From 10 am to 7 pm

► **VLADIMIR KARALEEV**
www.vladimirkaraleev.com
 27.02—04.03.2014
 Eastern Block Showroom
 29, rue Notre-Dame de Nazareth
 75003 Paris
 From 10 am to 7 pm

List of Other Berlin Designers in Paris.

IMPRINT

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

Berlin Showroom is an initiative and part of the strategy of Projekt Zukunft/Senate for Economics, Technology and Research in Berlin. The joint presentation is co-financed by the Foreign Trade Support Programme and the European Regional Development Fund. Berlin Showroom is realised by IDZ Designpartner Berlin GmbH in cooperation with Arne Eberle press+sales and Initiative Projekt Zukunft.



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July 8–13, 2014

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International, unconventional, distinctive – creative professionals all over the world have their eye on Berlin. Today, hardly any other city sets as many trends as the German capital while simultaneously being an affordable and great place to live. Fashionistas, designers and photographers continue to be inspired by Berlin's unfinished charm: at the BREAD & BUTTER and PREMIUM fairs, at the Mercedes-Benz Fashion Week Berlin and in many stores and clubs. This is great news for the roughly 800 labels active in the Berlin-Brandenburg capital region. Their clientele has tremendous purchasing power, a new generation of well-educated designers is emerging, and funding is made to measure. How does Berlin suit you?

www.berlin-partner.de

www.businesslocationcenter.de/fashion

be  **Berlin**

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