

OFFICIAL SCHEDULE A/W 2017

Access to all shows and events by invitation only. This schedule is subject to change.

For further information please visit www.mbfashionweek.com/berlin

Press shuttle service available courtesy of Mercedes-Benz.

Mercedes-Benz FashionWeek BERLIN

TUESDAY 17.01.17

- 10:00 *Runway* DOROTHEE SCHUMACHER
- 12:00 *Stage* BRACHMANN
- 13:00 *Runway* HOLY GHOST
- 15:00 *Runway* LENA HOSCHEK
- 16:00 *Stage* DANNY REINKE
- 17:30 *Runway* HIEN LE
- 19:30 *Stage* HAUS OF YOSHI X BOM.B
- 20:00 *Offsite* ESTHER PERBANDT @ Volksbühne
- 20:30 *Runway* RIANI
- 21:00 *Offsite* MALAIKARAISS @ Der Berliner Mode Salon - Berliner Stadtschloss

WEDNESDAY 18.01.17

- 10:00 *Runway* SPORTALM
- 11:00 *Stage* PHILOMENA ZANETTI
- 12:00 *Runway* LEONIE MERGEN
- 14:00 *Runway* REBEKKA RUÉTZ
- 15:00 *Offsite* LANA MUELLER @ Soho House Berlin
- 16:00 *Runway* MAISONNOÉE
- 17:00 *Stage* IVANMAN
- 17:30 *Offsite* GREENSHOWROOM @ EnergieForum Berlin
- 18:00 *Runway* LAURÈL
- 19:00 *Offsite* MARCEL OSTERTAG @ Delight Rental Studios
- 19:30 *Stage* ANNE SOFIE MADSEN
- 20:30 *Runway* PERRET SCHAAD

THURSDAY 19.01.17

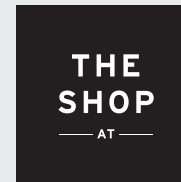
- 10:00 *Runway* EWA HERZOG
- 11:00 *Offsite* JULIA SEEMANN Presented by Mercedes-Benz & Elle @ Der Berliner Mode Salon
- 13:00 *Runway* STEINROHNER
- 15:30 *Runway* VLADIMIR KARALEEV
- 18:00 *Runway* MICHAEL SONTAG
- 20:00 *Runway* DAWID TOMASZEWSKI BY ARYTON

FRIDAY 20.01.17

- 10:00 *Runway* DEPRESSION
- 12:00 *Runway* I' VR ISABEL VOLLRATH
- 14:00 *Runway* ATELIER ABOUT
- 16:00 *Runway* SADAK
- 18:00 *Runway* ODEUR STUDIOS

SATURDAY 21.01.17

- 17:00 KEY LOOKS – THE SHOW!



Mercedes-Benz
FashionWeek
BERLIN

THE SHOP @ MBFWB

OPENING HOURS:

Tuesday - Thursday 9:00 - 20:00

Friday 9:00 - 19:00

ALL DESIGNERS:

Atelier About, Barre Noire, Hien Le, Holy Ghost, Ivanman, Julia Seemann, Malaikaraiss, Michael Sontag, Perret Schaad, Philomena Zanetti, Riani, Steinrohner, Strenesse, Vektor, Vladimir Karaleev

RUNWAY
KAUFHAUS JANDORF
Brunnenstraße 19, 10119 Berlin

STAGE
ME COLLECTORS ROOM
Auguststraße 68, 10117 Berlin

SHUTTLE An exclusive shuttle bus service will be provided by Mercedes-Benz, for accredited press to shuttle between the Runway and the Stage. The shuttle will be available 30 minutes before each show.



FASHION-ID

MAYBELLINE



OFFICIAL EVENT CALENDAR A/W 2017

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Mercedes-Benz FashionWeek BERLIN

MONDAY 16.01.17

- 11:00** FASHIONBLOGGERCAFÉ
THE SHOW BY
STYLERANKING:
THE BRUNCH
@ Magazin in der
Heeresbäckerei
Köpenicker Straße 16/17,
10997 Berlin
By invitation only
- 12:00** ZEITMAGAZIN
KONFERENZ MODE
& STIL
@ Kronprinzenpalais
Unter den Linden 3,
10117 Berlin
By invitation only
- 14:00** FASHIONBLOGGERCAFÉ
THE SHOW BY
STYLERANKING:
THE FASHION SHOW
@ Magazin in der
Heeresbäckerei
Köpenicker Straße 16/17,
10997 Berlin
By invitation only

TUESDAY 17.01.17

- 09:00** PANORAMA
@ Berlin ExpoCenter City
Jafféstraße, 14055 Berlin
Event runs until Thursday
- 10:00** ETHICAL FASHION
SHOW BERLIN
@ Postbahnhof
Straße der Pariser
Kommune 8, 10243 Berlin
Event runs until Thursday
- 10:00** PREMIUM
@ Station-Berlin
Luckenwalder Straße 4-6,
10963 Berlin
Event runs until Thursday
- 10:00** SHOW & ORDER
@ Kraftwerk Berlin-Mitte
Köpenicker Straße 70,
10179 Berlin
Event runs until Thursday
- 10:00** SEEK
@ Arena Berlin
Eichenstraße 4,
12435 Berlin
Event runs until Thursday
- 10:00** BRIGHT
@ Arena
Am Flutgraben,
12435 Berlin
Event runs until Thursday

- 10:00** SELVEDGE RUN
@ Kulturbrauerei
Schönhauser Allee 36,
10435 Berlin
Event runs until Thursday
- 10:00** LALA BERLIN
SHOWROOM
@ lala Berlin
Wattstraße 11 - 13,
13355 Berlin
*Open until Thursday
By appointment only*
- 12:00** FASHIONBLOGGERCAFÉ
THE SHOW BY
STYLERANKING
@ Magazin in der
Heeresbäckerei
Köpenicker Straße 16/17,
10997 Berlin
By accreditation only
- 21:00** RIANI AFTER
SHOW PARTY
@ Kaufhaus Jandorf
Brunnenstraße 19,
10119 Berlin
By invitation only
- 21:00** ESTHER PERBANDT
AFTER SHOW PARTY
@ Volksbühne Sternfoyer
Rosa-Luxemburg-Platz,
10178 Berlin
Open to public
- 22:00** ADIDAS ORIGINALS EQT
PARTY
By invitation only

WEDNESDAY 18.01.17

- 10:00** #FASHIONTECH BERLIN
@ Kühlhaus Berlin
Luckenwalder Straße 3,
10963 Berlin
- 13:00** VOGUE SALON
@ Kronprinzenpalais
Unter den Linden 3,
10117 Berlin
By invitation only
- 20:30** MAISONNOÉE AFTER
SHOW RECEPTION
& PARTY
@ La Maisonnoée
Potsdamer Straße 91,
10785 Berlin
By invitation only
- 21:00** LEONIE Mergen
AFTER PARTY POWERED
BY SLEEK
@ Tube STATION
Friedrichstraße 180-184,
10117 Berlin
By invitation only

THURSDAY 19.01.17

- 10:00** GALA FASHION BRUNCH
@ Ellington Hotel Berlin
Nürnberger Straße 50-55,
10789 Berlin
By invitation only
- 10:00** PRAG SALES
E-SHOWROOM LAUNCH &
BRAND PRESENTATION
@ Brunnenstraße 65B
13355 Berlin
*Open until 19:00
By invitation only*
- 11:00** SHOWROOM @ ME
COLLECTORS ROOM
@ Auguststraße 68
10117 Berlin
Open until 18:00

FRIDAY 20.01.17

- 21:00** SLEEK ART MEETS
FASHION PARTY
POWERED BY HONOR
@ Tube STATION
Friedrichstraße 180-184,
10117 Berlin
Open to public

SHOWROOM @ ME COLLECTORS ROOM

Endorsed by the Senate Department for Economics, Energy and Public Enterprises. Invitations and appointments will be scheduled by designer teams

DESIGNERS:

Danny Reinke, Depression, Haus of Yoshi X Bom.B, Odeur Studios, Philomena Zanetti, Akene and many more

THURSDAY, 11:00 - 18:00



FASHION ID

MAYBELLINE

