

BERLIN
— SHOW —
ROOM

MEN | AUTUMN/WINTER 2015-16

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AS HEAD BUYER AND CREATIVE DIRECTOR OF BERLIN'S MOST WELL-KNOWN CONCEPT STORE, HERBERT HOFMANN KNOWS THE WHO, WHAT, WHERE OF ALL FASHION ARISING FROM GERMANY'S HEART AND CAPITOL. WITH VOO STORE HE SETS THE BENCHMARK FOR MANY UPCOMING TRENDS AND FASHION STATEMENTS.

The evolution of Berlin has seen the city establish itself as a new Mecca for fashion crowds from around the world. And while Paris is defined by its chic, high-end style—much like the streets of Tokyo are by their overwhelming craziness—what defines Germany's capital is its laid-back attitude towards fashion, which lures and entices visitors desperately seeking inspiration. Global fashion players have found a new playground in Berlin, where trends are constantly being established and adapted almost instantaneously. From Normcore to Vintage, Berliners have adhered for years without ever giving it a name or calling it a trend. They practice, but they don't preach.

The city's many advantages, like its reasonable cost of living as well as the artistic and creative scene that everybody's talking about, have made it the place to be for young designers and start-ups.

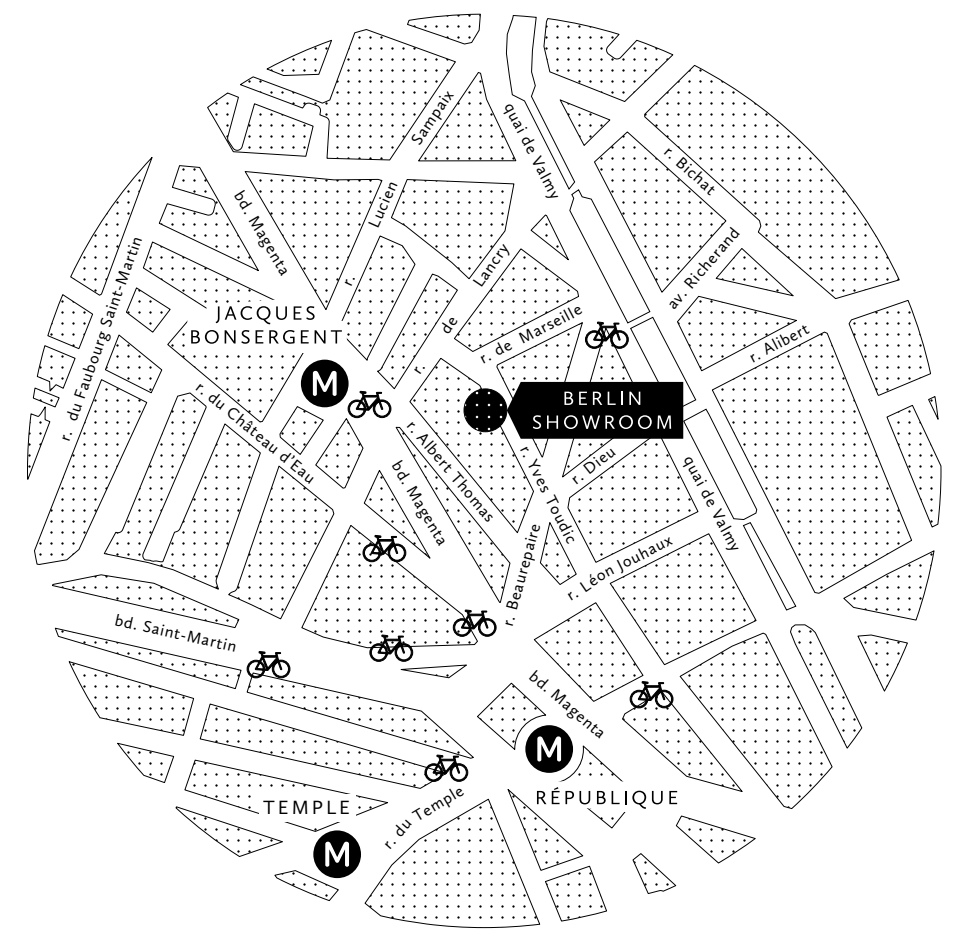
Men's fashion especially has, over the past seasons, made great progress with a marked shift in direction. Effortless styles, like the jeans, t-shirt and sneakers combination or, even more generally, sportswear, have transitioned, matured, and thereby carved out their own niche in the fashion realm. To select the perfect pair of sneakers or jeans or the best cut T-shirt has become our generation's new obsession. And what's trending now is being well informed and making an educated selection. This is precisely what enables young labels to show their craftsmanship and love for details because fashion fans love storytelling, not mass production.

What keeps the men's fashion industry rolling into the future is not just the changing of seasons and ever-evolving trends; it is a new attitude—an increased curiosity and growing appetite for fashion that excites designers and retailers alike. You'll feel this excitement immediately upon entering Berlin Showroom.

This season, the showroom proudly presents Berlin's best all together under one roof. On display for Autumn/Winter 2015 by the selected designers is an enchanting mix of innovative design, timeless classics and flawless craftsmanship. But it is the stories behind the designs that will leave you longing for more. Get inspired!

HERBERT HOFMANN

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
 MEN | AUTUMN/WINTER 2015-16
 JANUARY 23-25, 2015

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

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

THE PICTURE OF...

PHOTOGRAPHY
WINTER VANDENBRINK | ERIC ELENBAAS AGENCY

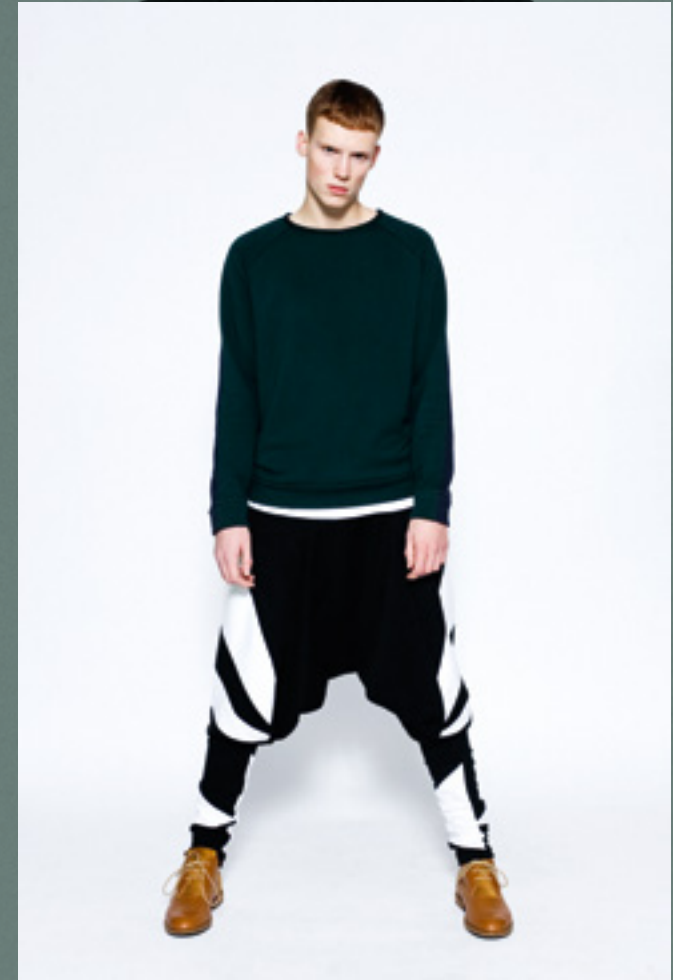
STYLING
BODO ERNLE | NINA KLEIN AGENCY

GROOMING
ANITA JOLLES | ERIC ELENBAAS AGENCY
USING ELLIS FAAS & MOROCCANOIL

MODEL
BEN | IAMELK AMSTERDAM



SWEATER: THOAS LINDNER



LEFT • T-SHIRT: THOAS LINDNER | JEANS: VERSUCHSKIND
RIGHT • SWEATER: SCHMIDTTAKAHASHI | TROUSERS:
THOAS LINDNER | SHOES: VELT



SHIRT & COAT: BRACHMANN | TROUSERS: JULIAN ZIGERLI



LEFT • SHIRT: BRACHMANN | TROUSERS: SISSI GOETZE
SHOES : VELS | RIGHT • SWEATER: JULIAN ZIGERLI
TROUSERS: ESTHER PERBANDT





T-SHIRT & JACKET: THOAS LINDNER | TROUSERS: SISSI GOETZE



LEFT • SHIRT: VERSUCHSKIND | JACKET: BRACHMANN
TROUSERS: SCHMIDTTAKAHASHI | RIGHT • T-SHIRT:
VERSUCHSKIND | VEST: ESTHER PERBANDT
TROUSERS & CAP: SCHMIDTTAKAHASHI



LEFT • T-SHIRT: VERSUCHSKIND | SHIRT: SCHMIDTTAKAHASHI
TROUSERS: BRACHMANN | SHOES: VELT | RIGHT • SHIRT:
SISSI GOETZE | OVERALL: ESTHER PERBANDT



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N

BRACHMANN

24

25

DESIGNER: JENNIFER BRACHMANN
MENSWEAR, SINCE 2012
WWW.JENNIFERBRACHMANN.DE

BRACHMANN
POST-CLASSICAL MENSWEAR

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Photo Credit: Matthias Ritzmann



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Photo Credit: Birgit Kaulfuß



JULIAN ZIGERLI

28

29

DESIGNER: JULIAN ZIGERLI
MENSWEAR & ACCESSORIES, SINCE 2011
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Photo Credit: Rico & Michael



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Photo Credit: Mary Scherpe



DESIGNER: SISSI GOETZE
MENSWEAR, SINCE 2011
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G O E
T Z E

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Photo Credit: Roman Goebel



DESIGNER: THOAS LINDNER
WOMENSWEAR, MENSWEAR &
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TL.
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Photo Credit: Sebastian Pielles



TL.
COLLECTION 02
WINTER 2015

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MENSWEAR, SINCE 2011
WWW.VERSUCHSKIND.COM

VERSUCHSKIND BERLIN
HANDMADE IN GERMANY

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Photo Credit: Versuchskind



▶ LUNETTES
KOLLEKTION
www.lunettes-kollektion.com
January 26–28, 2015
Tranoi Preview
Palais Brongniart
2 place de la Bourse
75002 Paris
From 9 am to 7 pm

▶ UMASAN
www.umasan-world.com
January 22–24, 2015
Tranoi
Palais Brongniart
2 place de la Bourse
75002 Paris
From 9 am to 7 pm

▶ SADAK
www.sadak.de
January 21–25, 2015
Showroom T. Conch
148 avenue Parmentier
75011 Paris
From 10 am to 6 pm
contact@sadak.de
(by appointment)

▶ SOPOPULAR
www.sopopular.net
January 21–27, 2015
Lakic Showroom
17 rue des Filles du Calvaire
75003 Paris

▶ STAHL
CORPORATION
www.stahlcorporation.com
January 22–24, 2015
Tranoi
Palais Brongniart
2 place de la Bourse
75002 Paris
From 9 am to 7 pm

List of Other Berlin Designers in Paris.

PUBLISHER

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AND RESEARCH | INITIATIVE
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CONCEPT AND REALISATION

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WWW.ARNEEBERLE.DE

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DELPHINE DUBUISSON

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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 '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.

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Financed by



Organised by



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