

BERLIN  
— SHOW —  
ROOM



WOMEN | SPRING/SUMMER 2017

BERLIN  
— SHOW —  
ROOM

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CHRISTIAN STEMMLER IS BASED IN BERLIN, WHERE HE GREW UP. HE BEGAN HIS CAREER IN 2001 AS A FASHION ASSISTANT AT STYLE & THE FAMILY TUNES MAGAZINE.

SINCE 2004 HE HAS WORKED AS A FREELANCE STYLIST, FASHION EDITOR AND FASHION CONSULTANT FOR NATIONAL AND INTERNATIONAL MAGAZINES, YOUNG DESIGNERS, AND FASHION AND ADVERTISING CLIENTS. HE IS CURRENTLY FASHION EDITOR AT LARGE AT L'OFFICIEL HOMMES GERMANY.

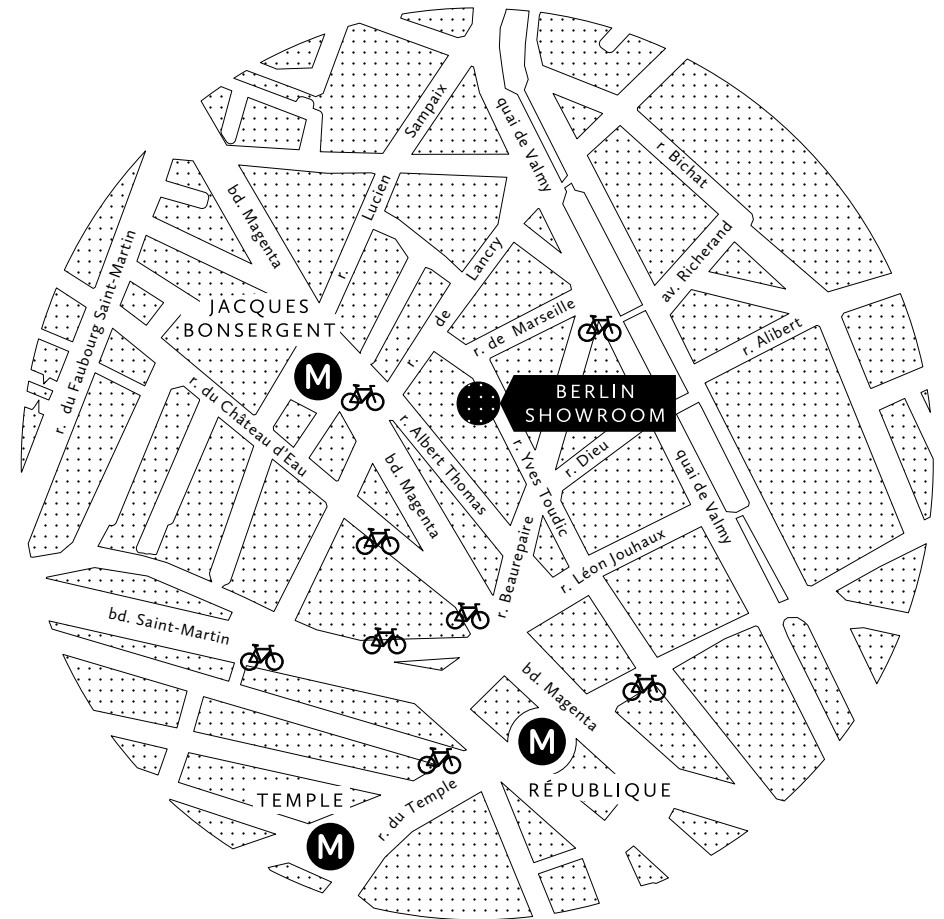
Having grown up in Berlin and been immersed in its developments, I've borne witness to the city's rapid growth and ever changing cultural fabric. What began as a small creative and fashion scene, has quickly evolved into a distinct industry with international appeal. Yet when we speak of Berlin fashion, it is often still in vastly generalizing and relational terms, drawing comparisons to other fashion capitals and largely neglecting its unique composition.

For the Berlin Showroom Spring/Summer 2017 editorial, our team set out to capture the spirit of Berlin by portraying the diversity of our beloved city through its real inhabitants and captivating designs. 'One Each' pays homage to our wonderful city, by sidestepping the conventions of high fashion image-making in order to create an authentic visual narrative that celebrates inclusivity and diversity.

Unlike the bare-canvas models we often come across in glossy magazines, we've chosen to feature fascinating personalities who bring depth and character to the clothes they wear. What you'll discover in the following pages is a series of images that match riveting fashion with equally compelling individuals who embody the different dimensions of the city's population.

#### CHRISTIAN STEMMLER

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 | SPRING/SUMMER 2017  
SEPT. 30-OCT. 3, 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

FASHION EDITORIAL

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# ONE EACH

Photography: SERENA BECKER  
Styling: CHRISTIAN STEMMLER  
Hair: KARL EKLUND | MIKAS  
Make-up: DENISE GRUNDMANN | BALLSAAL  
USING CHANEL COSMETICS  
Models: JANE, MIKEY, MIKKA, SOLOMUN, VALERIE  
Photo Assistance: SEBASTIAN STÖHR



MIKKA

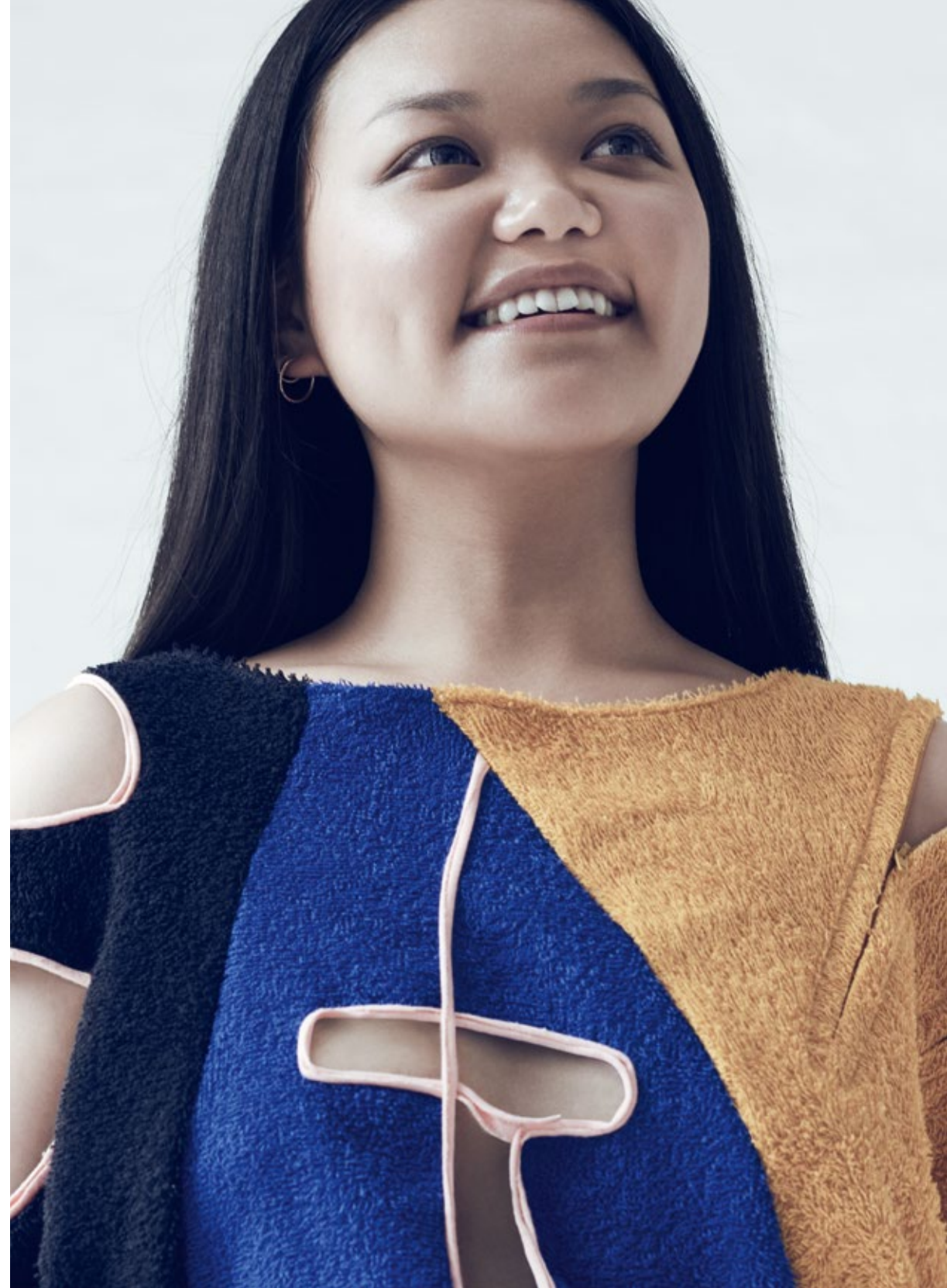
Previous Page – Dress:  
**PENELOPE'S SPHERE**

Shirt & Trousers:  
**SCHMIDTTAKAHASHI**





Top: TATA CHRISTIANE



SOLOMUN

Jacket & Skirt:  
PERRET SCHAAD



Scarf: IXK





VALERIE



Left page – Dress:  
ANTONIA GOY

Right page – Top:  
STARSTYLING



Top: PUGNAT



LANE

Jumpsuit: HIEN LE



Shirt & Trousers:  
ESTHER PERBANDT



MIKEY



Top & Skirt: CRUBA



BE

R

DESIGNERS



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N

## ANTONIA GOY

WWW.ANTONIAGOY.COM | WOMENSWEAR & ACCESSORIES,  
SINCE 2006 | DESIGNER: ANTONIA GOY | PRICE RANGE: € 85-475

Designer 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.

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Photo Credit: Philipp Boegle



## 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.

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Photo Credit: Jessica Barthel





esther  
perbandt

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.

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Photo Credit: Birgit Kaulfuß



# HIEN LE

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.

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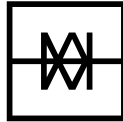
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WWW.IXK-STUDIO.COM | ACCESSORIES, SINCE 2008  
 DESIGNER: ISABEL KIBLER | PRICE RANGE: € 150-400  
 POINT OF SALES: MOMA CHICAGO, STOA BERLIN

With cultivated expertise in fashion design, styling and art direction, designer Isabel Kibler explores a new parallel between visual art and accessory design with IXK.

Her work draws inspiration from the cultural history of her German-Spanish heritage, with her namesake label IXK revealing a world where fragmented colors meets patterned surfaces and glitch imagery. These creations are influenced by modern city life as well as the fractal universe of nature.

The IXK line combines fine materials with avant-garde prints. It's versatility is a playful invitation to boldly express oneself. IXK scarves are handcrafted in Italy and printed on exclusive silk and cotton fabrics.

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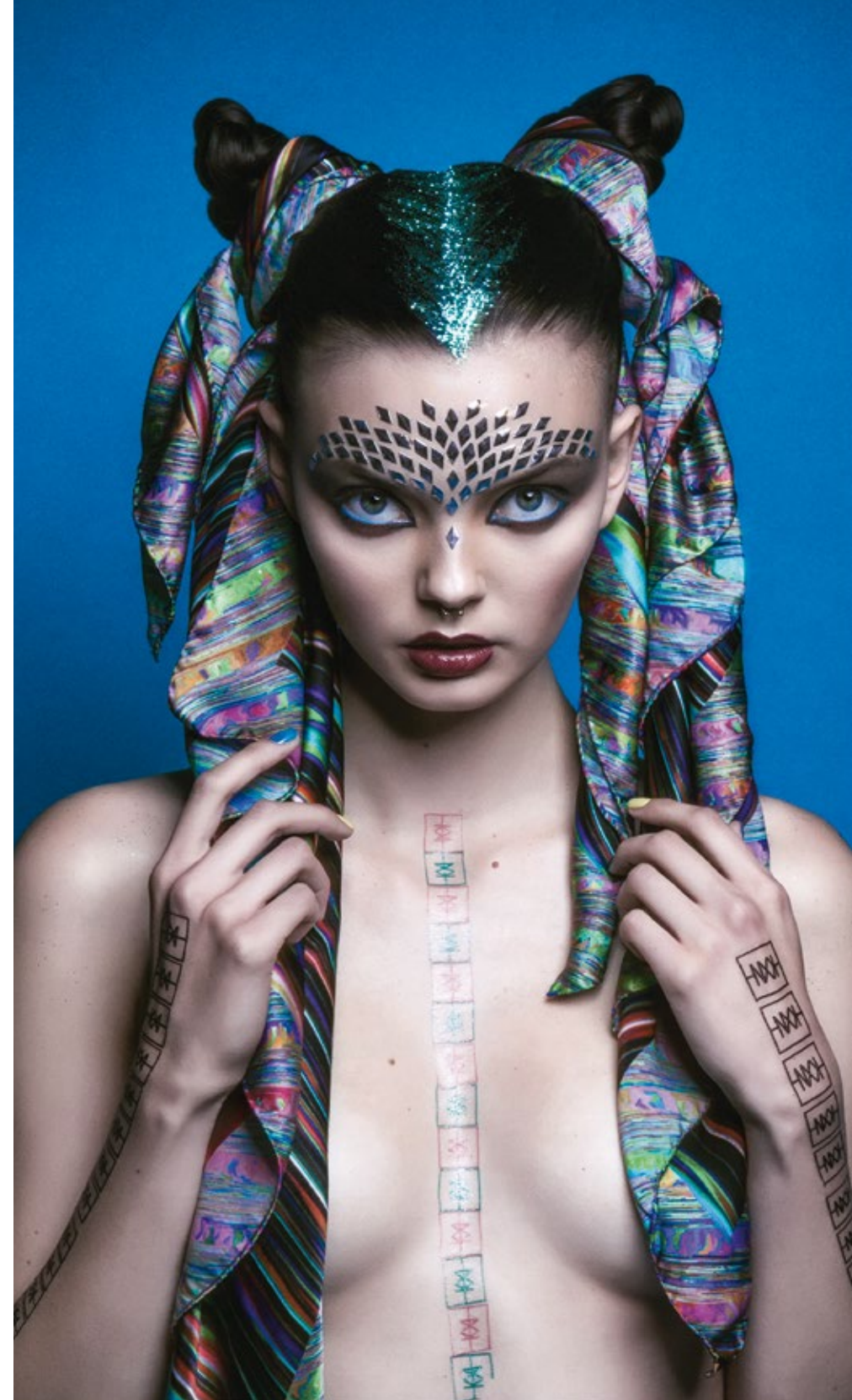
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Photo Credit: Andreas Waldschuetz





WWW.PENELOPES-SPHERE.COM | WOMENSWEAR, SINCE 2004  
 DESIGNER: TAMARI NIKOLEISHVILI | PRICE RANGE: € 40-300  
 POINT OF SALE: PERMANENT MODERN, NO. 6 STORE, TEMPORARY SHOWROOM

Tami Nikoleishvili, designer and founder of Penelope's Sphere (P's Sph.) was born in 1972 in Tbilisi, Georgia. After her medical studies, she moved to Germany and studied fashion design at the University of the Arts in Bremen.

Since 2004, Tamari has resided in Berlin, heading her namesake fashion brand, which focuses on bold character pieces for women. Complementing the unique collections are equally compelling handbags, hats and shoes. Each collection is marked by its complex patterns, unusual mix of colours and fabrics and sometimes androgynous, rebellious and morbid look. 'Unfashionable' clothing subtly reaching beyond present times with shapes and patterns that are sporty, futuristic, and yet elegant all at once.

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Photo Credit: Fredrik Altmell





## 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 Schaad uses quality fabrics with unique fluidity and tactility, combining them harmoniously with balanced contrasts to achieve a special aesthetic. Maintaining an intuitive method in their design process, with inventive draping and precise cuts, Perret Schaad creates sharp yet sensual silhouettes.

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# 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 Pugnat 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.

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Photo Credit: Linda Hanses



## 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.

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Photo Credit: Djamila Grossman





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 and fun and deliberate provocation. This enchanting process is supported by a conscious naivety and a great sense of detail.

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Photo Credit: Starstyling Worldwide



WWW.TATACHRIANIANE.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 monomaniac 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.

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Artwork: Valquire Veljkovic

▶ **ANNTIAN**  
www.anntian.de

Sept. 30–Oct. 2, 2016  
1 Rue Charles-  
François Dupuis  
75003 Paris  
From 10 am to 8 pm  
christian@anntian.de  
(by appointment)

▶ **FRANZISKA MICHAEL**  
www.franziskamichael.com

Sept. 30–Oct. 3, 2016  
Who's Next  
1 Place de la Porte de Versailles  
75015 Paris  
From 9 am to 7 pm

▶ **HÄNSKA**  
www.haenska.com

Sept. & Oct. 2016  
Le Bureau Français  
49 Rue Montmartre  
75002 Paris  
lebureaufrancais@gmail.com  
(by appointment)

▶ **JMB JEWELRY**  
www.jmb-jewelry.com

Sept. 19–Oct. 7, 2016  
AMF Showroom  
7 Rue Auber  
75009 Paris  
From 10 am to 6 pm  
buyers@amfshowroom.com  
(by appointment)

▶ **LALA BERLIN**  
www.lalaberlin.com

Sept. 28–Oct. 6, 2016  
Paper Mache Tiger  
4 Rue d'Uzès  
75002 Paris  
paris@papermachtetiger.com  
(by appointment)

▶ **MYKITA**  
www.mykita.com

Sept. 30–Oct. 4, 2016  
14 Rue des Coutures  
Saint-Gervais  
75003 Paris  
From 10 am to 7 pm

▶ **NOBI TALAI**  
www.nobitalai.com

Sept. 30–Oct. 4, 2016  
Espace Communes  
17 Rue Communes  
75003 Paris

▶ **SAMPLE-CM**  
www.sample-cm.com

September 2–5, 2016  
Who's Next  
1 Place de la Porte de Versailles  
75015 Paris  
From 9 am to 7 pm

▶ **STEPHANIE SCHNEIDER**  
www.stephanieschneider.de

Sept. 30–Oct. 6, 2016  
Sit Down Gallery  
4 Rue Sainte-Anastase  
75003 Paris  
From 10 am to 7 pm

▶ **THE MEDLEY INSTITUTE**  
www.themedleyinstitute.com

Sept. 29–Oct. 2, 2016  
Premiere Classe  
Terrasse des Feuillants  
Jardin des Tuileries  
75001 Paris  
From 9 am to 6 pm

▶ **TRIPPEN**  
www.trippen.com

Sept. 28–Oct. 4, 2016  
Trippen Showroom Paris  
13 Rue Jean Poulmarch  
75010 Paris  
From 10 am to 7 pm

Sept. 29–Oct. 2, 2016  
Premiere Classe  
Terrasse des Feuillants  
Jardin des Tuileries  
75001 Paris  
From 9 am to 6 pm

# List of other Berlin designers in Paris.

## IMPRINT

### PUBLISHER

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

### CONCEPT AND REALISATION

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WWW.ARNEEBERLE.DE

### PROJECT MANAGEMENT

ARNE EBERLE

### ART DIRECTION

DELPHINE DUBUISSON

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JANE | TOP: CRUBA,  
TROUSERS: PENELOPE'S SPHERE  
SOLOMUN | TOP: TATA CHRISTIANE,  
SHORTS: STARSTYLING

### 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

projektzukunft

Financed by



Senate Department  
for Economics, Technology  
and Research



Organised by



IDZ International  
Design Center Berlin

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LEMONAID+

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