

REVIEW of the Fashion Week in Berlin

CATRICE x Berliner Mode Salon: Concept on a road to success

Favourite event of the past week: The Berliner Mode Salon. The goal of the two initiators, the Chief Editor of German Vogue, Christiane Arp, and the Managing Director of NOWADAYS, Marcus Kurz, as well as their partners CATRICE and Wella, has been more than fulfilled: German fashion has found its platform. The inspiring setting of the historical Kronprinzenpalais fully served its purpose as a location for talented young designers as well as established labels. Designers were able to present their fashion here and talk to selected visitors at the same time.



A total of 30 German designers showed their latest collections within the framework of the second Berliner Mode Salon from the 8th of July until the 10th of July 2015. As an official partner of the Berliner Mode Salon, CATRICE created a total of eleven trendsetting make-up looks in collaboration with Loni Baur, Head of Make-up, and was responsible for the models' styling together with Wella.

Following successful collaborations with Lala Berlin, Kaviar Gauche, Dawid Tomaszewski and CAPARA in the past years and this year's premiere at the Berliner Mode Salon, CATRICE has just completed its fifth Berlin Fashion Week. The résumé of the event has turned out extremely positive: CATRICE and the designers are very happy about the creative collaboration as well as the innovative impulses.

This is the fifth time in a row that CATRICE has created the beauty look in collaboration with Loni Baur to go with the collection by Lala Berlin and both sides complement each other perfectly. *"CATRICE and Lala Berlin are a great match because we understand each other – regarding our approach to the make-up looks that we create together as well as the colours that are made available to us,"* states Lala Berlin designer Leyla Piedayesh.

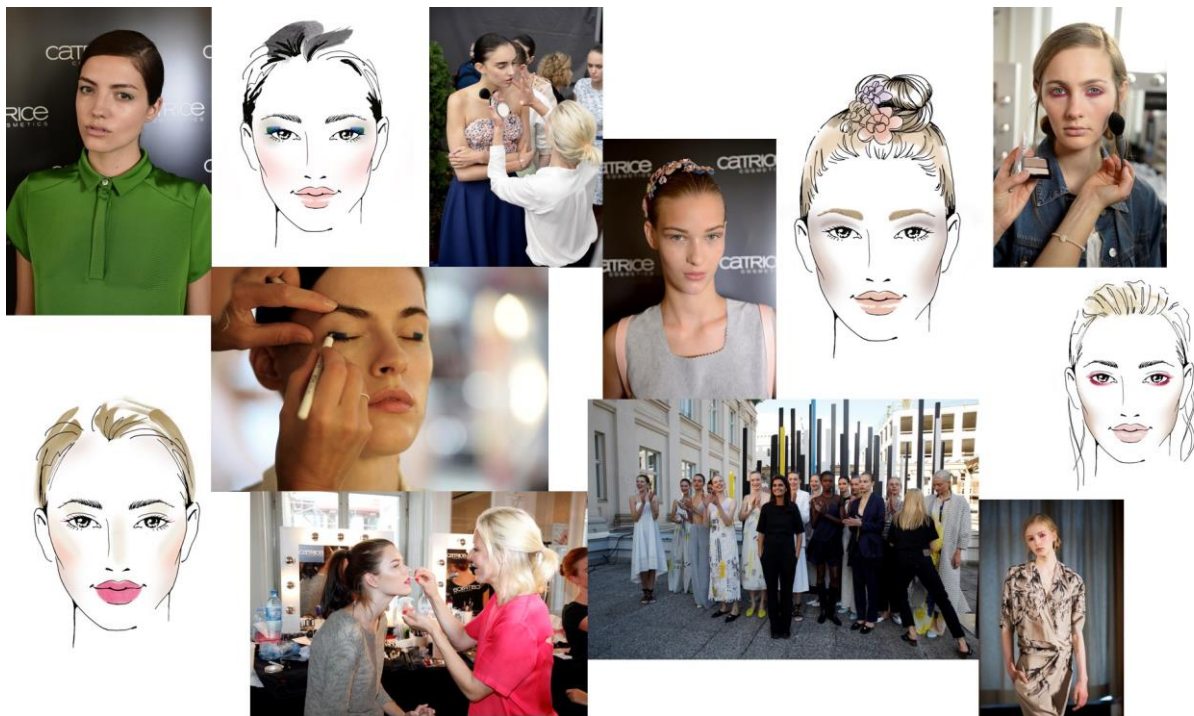


Dawid Tomaszewski, who worked with CATRICE for the second time, also speaks of a unique connection: *"CATRICE is special. It is a brand with a young focus that has a fresh touch. I like it when something new is created, when changes take place in my mind and when two parties give a topic some thought. This can result in a totally new look – and I believe that's what makes it all so exciting."*

Dagmar Riedel-Keil, Director at CATRICE, is happy about the positive feedback and believes in the concept of the Berliner Mode Salon: *"Our aim is to unite fashion and beauty and convince consumers about creativity – made in Germany. The Berliner Mode Salon initiative has proven that we can steer the Berlin Fashion Week in a great direction nationally as well as internationally in an individual as well as sophisticated manner."*

About CATRICE

CATRICE is inspired by the international fashion hotspots. CATRICE never misses a single trend, must-have or detail. The range is convincing with its large selection of colours with trendy as well as classic nuances for diverse looks. Products with high-quality ingredients, luxurious textures and innovative formulas. Premium packaging. An optimal price-performance ratio for the love of shopping. Twice a year, around 25% of the CATRICE range is updated so that there is always something new to discover. In addition, the in-house trend division develops up to 14 limited make-up collections every year. The current looks on the catwalks provide the inspiration for the make-up collections and are re-interpreted with the beauty products by CATRICE. CATRICE – a pure love of life. Inspiring, infectious and multi-faceted.



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