

## SUMMARY OF THE BERLIN FASHION WEEK

### CATRICE x The Berliner Mode Salon – a co-operation on the road to success

In its third season, the concept of the BERLINER MODE SALON (Berlin Fashion Salon) has established itself: with an increased number of participants, a total of 40 young talents and for the first time also renowned German fashion designers presented their Autumn & Winter Collections 2016/2017 in the inspiring setting of the late neoclassical Kronprinzenpalais from the 21st of January until the 23rd of January. The initiative by Christiane Arp, Chief Editor of VOGUE Deutschland, and Marcus Kurz, Managing Director of NOWADAYS, to create a platform for German fashion design has already manifested itself.

The cosmetics brand CATRICE is involved for the second time as an official sponsor and beauty partner. In collaboration with Loni Baur, Head of Make-up, and Wella, CATRICE created trendsetting beauty looks for 13 designers, who presented their collections within the framework of fashion shows and a group presentation.

Following successful co-operations in previous seasons with Berlin labels such as lala Berlin, Kaviar Gauche (most recently in Paris) and Dawid Tomaszewski as well as with international designer duos like Capara and this year's repeated involvement with the BERLINER MODE SALON, the response has been consistently positive: CATRICE and the designers are pleased with the creative collaboration and the resulting innovative impulses. *"CATRICE's spirit is something I can identify with,"* states Marina Hoermanseder, for whom CATRICE created a matching beauty look in cooperation with Loni Bauer to go with the collection. Dagmar Riedel-Keil, a Director at CATRICE, adds: *„As a trend-oriented beauty brand, working with the most talented German designers is truly inspiring. The collaboration often results in creative ideas and impulses that we take back to our headquarters so that we can implement them in our product range development."*

Further news, image materials and information is available under the following link:

<http://catrice.fhnews.de/CatriceLovesFashionEN/>



**PRAG  
AGENCY**

**PRESS CONTACT**  
PRAG AGENCY  
Franziska Hanusek  
franziska@prag-agency.com