

PRESS RELEASE for the Berlin Fashion Week

CATRICE is an official make-up partner of the 2nd Berliner Mode Salon (Fashion Salon)

New season, new styles. CATRICE is heading into the next round and continuing to prove its dedication to German fashion design. Following successful collaborations with Lala Berlin, Kaviar Gauche, Dawid Tomaszewski and CAPARA, this summer marks CATRICE's fifth season at the Berlin Fashion Week and its first as the official make-up partner of the Berliner Mode Salon.

The 2nd Berliner Mode Salon will be taking place at the Berlin Kronprinzenpalais from the 8th until the 10th of July 2015. In addition to presentations and fashion shows, the Berlin Mode Salon offers time for inspiring conversations with the designers. The mutual goal of the two initiators - the Chief Editor of German Vogue Christiane Arp and Marcus Kurz, Managing Director of the creative agency NOWADAYS – is to sustainably strengthen the perception of German fashion design and encourage a successful future.

CATRICE and the Berliner Mode Salon are united by more than their mutual love of fashion: *“Both believe in the power of innovative work approaches and inspire consumers with their creativity – made in Germany. We are looking forward to supporting this project with German fashion designers,”* states Dagmar Riedel-Keil, Marketing Director of CATRICE, and adds: *“a partnership between fashion and beauty is extremely important to us, which is why we have been cooperating with young design talents and renowned brands for years. The Berliner Mode Salon steers the Berlin Fashion Week in a future-oriented direction nationally as well as internationally – a fantastic initiative that we fully support with excitement and enthusiasm.”*

More than 25 designer labels, for the first time also including accessory and jewellery labels, will be presenting their Spring/Summer collections as a group exhibition on the 10th of July. The designers include: Iris von Armin, Michael Sontag, Hien Le, Talbot Runhof and Dawid Tomaszewski. Furthermore, individual designers such as Hien Le will be presenting their collections as part of a fashion show on location. Make-up artist Loni Baur as Head of Make-up in cooperation with CATRICE will create the trendy make-up looks. The exclusive hair styling partner is Wella Professionals.

A novel element of the event is that the Vogue Salon, one of the renowned initiatives for young German design talents, will also be taking place in the Kronprinzenpalais as part of the Berliner Mode Salon on the 10th of July. For the ninth time, German Vogue will be inviting aspiring designers to present their collections to a selected audience of experts from the fashion industry.

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.

Cologne, June 2015