

THE LABEL

They are the creators of **must-have bags** and **conceptual, feminine avant-gardism**. Berlin fashion label KAVIAR GAUCHE debuted in 2004 with a guerrilla fashion show in front of the Parisian store Colette. Since then they have become a true success on the international stage. The ensuing awards and nominations also drew a great deal of attention: in September 2006, they bagged the **Visionary Award** in London, and in the same year, they were nominated for the **Swiss Textile Award** in Zurich. Winning the **Karstadt New Generation Award** at the Mercedes-Benz fashion week in 2007 in Berlin clinched the designer pair's international breakthrough. *Stern* promptly voted KAVIAR GAUCHE one of the "**10 most important German fashion designers**". After their spring/summer collection was presented with acclaim at London Fashion Week in 2009, KAVIAR GAUCHE has been showing its collections at the **Mercedes-Benz Fashion Week** in Berlin since autumn/winter 09/10. KAVIAR GAUCHE also presented its autumn/winter collection 13/14 at **Paris Fashion Week**, and in summer 2013 they were represented once again in Berlin.

THE DESIGNER DUO

With degrees from the Esmode Berlin fashion school in their pockets, the designers **Alexandra Fischer-Röhler** and **Johanna Kühl** initially went their separate ways. Alexandra's degree collection was awarded the Moët & Chandon Fashion Debut in 2003, and after gaining initial experience with Vivienne Westwood in London, Johanna went on to assist Martine Sitbon in Paris. The pair finally came together in November 2004 to found KAVIAR GAUCHE.

NEW GLAMOUR

With their **modern interpretations of evening dresses**, KAVIAR GAUCHE were frequently presented at red carpet events and rose to prominence as the chosen label of the German film scene. Actresses **Heike Makatsch** and **Marie Bäumer** have been among KAVIAR GAUCHE's clientele since the beginning, and top models **Nadja Auermann**, **Eva Padberg** and **Rosie Huntington-Whiteley** are also fans of their modern creations. Celebrities on the music scene also count Kaviar Gauche among their favourite labels. The most recent example is **Florence Welsh**, lead singer of the band **Florence and the Machine**.

BRIDAL COUTURE

In line with their red carpet designs, since 2009 KAVIAR GAUCHE has satisfied the enormous demand for bridal wear with its **Bridal Couture** label. It appeared on the catwalk for the first time in 2009 during the **Mercedes-Benz Fashion Week**.

COOPERATIONS

What's more, KAVIAR GAUCHE has established itself as a successful cooperation partner. For the traditional shoe outlet **Görtz**, KAVIAR GAUCHE has designed three popular shoe collections to date. Besides working with **Karstadt**, **Dr. Hauschka** and **Swarovski Elements**, the high-profile cooperation with **Sony Deutschland** spawned limited edition camera and tablet bags. In October 2012 the **KAVIAR GAUCHE for Zalando Collection** was launched – exclusively obtainable through Zalando – comprising 20 pieces of clothing items and accessories. In March 2013 followed a further exclusive 20-piece collection for the **Zalando Collection**.

SHOPS

KAVIAR GAUCHE items are sold in selected international boutiques. In May 2010 KAVIAR GAUCHE opened its first flagship store in Berlin – besides prêt-à-porter and accessories, the Bridal Couture collection is also presented on the racks. In 2013 KAVIAR GAUCHE opened a second Flagship Store in the charming Gäßtnerplatz district of Munich. The KAVIAR GAUCHE e-boutique offers clients a comfortable shopping experience with a direct service hotline to the flagship store.

PHILOSOPHY

The philosophy is the process, and contrasting elements and motifs are the designers' signature. Development takes place at the label's core – the products evolve from collection to collection, without succumbing to the latest trends. **The symbiosis between bags and clothing** is the designer pair's chief intention: elements of bags are transposed onto clothing and typical clothing details are transferred onto bag designs.

When choosing a name for their label, the founders – true to their approach in design – were inspired by the *gauche caviar*: the eponymous French society set of "champagne socialists", who liked to dabble in revolutionary ideas.



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