

Designer Platform by CATRICE

Cosmetics brand CATRICE continues its commitment to the MBFW

Autumn & Winter 2015/16

Berlin, the 1st of December 2014

This is the fourth season that CATRICE will be offering selected designers a platform for presentation at the coming Mercedes-Benz Fashion Week. The cosmetics brand will be supporting two selected designer labels for the Autumn & Winter season. This season, CATRICE has chosen to work with the Berlin designer label Kaviar Gauche and CAPARA from Antwerp as an official partner and make-up sponsor. Both brands will be presenting their new collections in the Palazzo Italia in Berlin Mitte on the 21st of January.

“We are very pleased to be continuing the designer platform this season and are looking forward to collaborating with extraordinary designer labels. Like CATRICE, Kaviar Gauche stands for a love of detail, femininity and elegance – and an innovative, international label from Antwerp is on board for the first time with CAPARA. A high-quality and multifaceted combination that is a good fit for us”, states Dagmar Riedel-Keil, Marketing Director of CATRICE. A partnership between fashion and beauty is an important part of the innovative brand philosophy of CATRICE, sponsor and partner of both fashion shows. As well as offering classic shades, the cosmetics brand updates its collection by 25 per cent twice a year in order to capture the trendiest colours of the international runways. CATRICE, which is represented in 38 countries around the world with its high-quality products, is an official make-up partner at various shows during the Mercedes-Benz Fashion Week in Berlin for the fourth year in a row. The cosmetics brand is once again cooperating with the professional make-up artist Loni Baur to create the make-up looks for Kaviar Gauche and CAPARA.

A designer label with a firm foothold in Berlin and in Paris is getting involved this season: Kaviar Gauche. Back in September, the label presented its collection at the Paris Fashion week for the second time. And last year marked an important milestone – they celebrated their 10th anniversary. The secret of their success: Kaviar Gauche always lives up to its name: unconventional luxury with classic, feminine elements united with revolutionary details in an innovative manner. The introduction of the Bridal Couture collection is the peak of the company’s style evolution. This season, the two designers Alexandra Fischer-Roehler and Johanna Kühl are pleased to be a part of the Designer Platform and will be presenting an Evening Collection at the Berlin Fashion Week with both Couture and Bridal elements.

In addition to Kaviar Gauche, a label from Antwerp will be presented within this setting for the first time with CAPARA. The designer duo Olivera and Vera Capara follows the tradition of the “Antwerp Six”: after graduating from the Royal Academy of Fine Arts in Antwerp, the sisters worked for Maison Martin Margiela, Dries van Noten, Raf Simons and Delvaux. Since the establishment of their own label in 2009, they have so far only presented their collections in Paris. They will be showing their Autumn & Winter collection 2015/16 in Berlin for the first time this year. **“CAPARA embodies the principle of avant garde fashion and extraordinary design – and the international aspect also plays an important part. With Kaviar Gauche, we have an established designer label on board that stands for modern glamour, success and continuity,”** says Mirela Abadi, founder of the Prag Agency,

The Prag Agency is supporting the success of this project with its many years of experience in the fashion industry. In addition to brands like Lala Berlin, the PR agency has already helped leverage Berlin labels like Kaviar Gauche, Ina Beissner and Achtlund. The Prag Agency will be responsible for the entire organisation of the show, from developing the themes to the selection of locations and the set-up as well as the music. In the long-term, the Designer Platform project aims to establish Berlin as a fashion hub that is relevant beyond the German borders. The objective is to offer further nationally established as well as international designers a platform to present their collections.

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