

SUMMARY OF THE BERLIN FASHION WEEK

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

In its fourth season, the concept of the BERLINER MODE SALON (Berlin Fashion Salon) has established itself: with an increased number of participants, a total of 42 young talents and renowned designers from the German fashion scene presented their Spring & Summer Collections 2017 in the impressive setting of the late neoclassical Kronprinzenpalais from the 28th until the 30th of June 2016. 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 third 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 defilees and a group presentation.

Following successful co-operations in previous seasons with Berlin labels such as lala Berlin, Kaviar Gauche and Dawid Tomaszewski as well as 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. *"Working with CATRICE was sensational. Loni Baur and her make-up team created a make-up look that totally complemented and underlined our collection,"* stated the designers Otto Drögsler and Jörg Ehrlich from Odeeh, for whom CATRICE created a matching beauty look to go with the collection for the first time in cooperation with Loni Bauer. Dagmar Riedel-Keil, a Director at CATRICE, adds: *"We are proud to be a part of the Berliner Mode Salon and make the diverse collections stand out with perfectly aligned make-up styles. The collaboration always results in an exchange of creative impulses with the designers. This inspires us as CATRICE likes to integrate the latest fashion trends as well as the most innovative beauty trends in our textures and colours."*

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

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



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