

SUMMARY OF THE BERLIN FASHION WEEK

CATRICE x THE BERLINER MODE SALON – A co-operation on the road to success

In its fifth season, the concept of the BERLINER MODE SALON (Berlin Fashion Salon) has established itself: with a total of 40 participating designers, young talents and renowned designers from the German fashion scene presented their Autumn & Winter Collections 2017 in the impressive setting of the late neoclassical Kronprinzenpalais, in the Humboldt-Forum of the Berlin Castle, in the ESMT Berlin in the Ehemaliges Staatsratsgebäude (Former State Council Building) and in the Imperial Telegraph Office (Kaiserlichen Telegraphenamts) from the 17th until the 19th of January 2017. The aim of the initiative to promote German fashion design nationally as well as internationally has already manifested itself, and is supported in the media as well as by retailers and cultural institutions.

The cosmetics brand CATRICE was involved for the fourth time as an official sponsor and exclusive beauty partner. In collaboration with make-up artist Loni Baur, Head of Make-up, CATRICE created trendsetting beauty looks for 11 designers, who presented their collections within the framework of defilees and a group presentation.

Marcus Kurz, Co-Initiator of the BERLINER MODE SALON: *“Thanks to the perfect collaboration with CATRICE, we are able to guarantee the designers a creative realisation of their presentations. Without this fabulous cooperation, this fashion week could not have achieved this level of success.”*

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 is wonderful because the make-up is the last important piece of the puzzle for the runway looks and gives the collection the perfect finishing touch. Loni Baur perfectly underlines my moods and always creates a pure, delicate look with a certain edge,”* states designer

Malaika Raiss, for whom CATRICE created a matching beauty look to go with the collection for the second time in cooperation with Loni Bauer

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

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