

German Fashion Council Germany and the German Embassy London celebrated an evening of German Fashion

Berlin and London, 20th February 2018 - On Monday, 19th February 2018 the Embassy of the Federal Republic of Germany in London and the Fashion Council Germany (FCG) jointly hosted a spectacular evening of German Fashion at the Residence of the German Ambassador.

Tania Freiin von Uslar-Gleichen, Chargé d'Affaires a.i. at the German Embassy in London, and Christiane Arp, President Fashion Council Germany, welcomed more than 200 select guests from the British and international media together with retail and industry leaders, among them Sarah Mower (Vogue.com), Natalie Kingham (Matchesfashion.com), Jasmine Hemsley, Markus Lupfer, Elisabeth von Thurn und Taxis, Mark Holgate (Vogue US), Miles Socha (WWD), Jens Lehmann and The Lord Mayor of Westminster.

Natalie Kingham - Buying Director, Matchesfashion.com

„It was a very warm and friendly feeling, the designers are confident and explained their collection. Because of Christiane, it's a great edit and one that I trust. Each one is very diverse next to each other. Each has a skill that is unique to them, on a high level.“

Markus Lupfer - Designer

„I think it's brilliant to have the Fashion Council Germany and I think it's really important to have that institution in Germany. It is all about bringing the talents to one place and also exposing the designers work Internationally.“

Bosse Myhr - Buying and Merchandising, Selfridges Menswear

“It is great to see the amazing talent and creativity that German fashion designers add to the International fashion schedule, the background of the German Ambassador's residence in London adding to what is a perfectly timed exhibition. Bravo!”

Silvia Weidenbach – Resident, V&A Gilbert Collection

„Extremely exciting, beautiful handling of the materials, exquisite quality of workmanship and a keen eye for detail.“





The guests enjoyed an evening surrounded by an exceptional portfolio of established and emerging German design talents. Curated by Christiane Arp, Agnes Nordenholz, Benu Berlin, Damir Doma, Esther Perbandt, Gembalies, Horror Vacui, I'VR Isabel Vollrath, Ottolinger, Philomena Zanetti, Rianna + Nina, Steinrohner, Stiebich & Rieth, William Fan, Working Title, and Zazi Vintage presented highlights from their Autumn and Winter 2018 collections.

*www.agnesnordenholz.com - www.benu-berlin.com - www.damirdoma.com -
www.estherperbandt.com - www.gembalies.com - www.horror-vacui.com - www.isabelvollrath.com -
www.ottolinger.com - www.philomenazanetti.com - www.riannaandnina.com - www.steinrohner.com
- www.stiebich-rieth.com - www.williamfan.com - www.workingtitlestudios.com -
www.zazi-vintage.com*

The event provided a platform celebrating Germany's most creative and innovative designers during London's vibrant Fashion Week, elevating German fashion design talent of today, in a global market.

Fashion Council Germany (FCG)

Founded in 2015 on the initiative of national industry experts in Berlin, FCG advocates German fashion design as a cultural and economic asset and promotes emerging designers from Germany. In addition to supporting young talent, it focuses also on education, sustainability and fashion technology. Against this backdrop, the council engages in extensive lobbying in politics, business and culture, tries to ensure visibility and emphasises the global relevance of German fashion design locally and abroad. In cooperation with the Berlin Senate Department for Economics, Technology and Research the FCG launched its support programme for German design talents in 2016. Christiane Arp (Editor-in-Chief Vogue Germany) along with John Cloppenburg (Member of the Management Peek & Cloppenburg KG Düsseldorf), David Fischer (CEO & Publisher Highsnobiety), Inga Griese (Editor-in-Chief ICON/ICONIST), Sung-Joo Kim (CEO & CVO MCM), Christina Oster-Daum (Managing Director Cosnova GmbH), Dirk Schönberger (Creative Director Adidas AG) are the members of the FCG Steering Committee. Marie-Louise Berg, owner of Berg Communications Berlin, Mandie Bienek, managing director of Press Factory, Claudia Hofmann, freelance creative director, Marcus Kurz, managing director of Nowadays agency, and Anita Tillmann, managing partner PREMIUM Group are the members of the FCG executive board. In December 2017 Scott Lipinski was appointed to lead operations in the position of Managing Director.





Embassy
of the Federal Republic of Germany
London



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