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The Fashion Council strengthens the perception of fashion "designed in Germany" and is partnering the european UNITED FASHION initiative

Berlin, June 20, 2018 - The Fashion Council Germany (FCG) a representation of interests for fashion "designed in Germany" has aimed at successfully establishing the German fashion landscape on a European level. With FCG's partnership with-in the initiative of UNITED FASHION, another step is being taken to achieve this goal. Co-funded by the Creative Europe Program of the European Union and running over the next three years, UNITED FASHION supports the Europe-wide exchange of fashion expertise and know-how.

The Fashion Council Germany, with the support of PREMIUM GROUP and Waldorf Astoria, will be hosting the kick-off event during Berlin Fashion Week welcoming 9 brands and designers from 6 European countries:

Tom Duhoux | HNST - letsbehonest.eu (Belgium / Flanders DC)

Sabah Ashiq | ASHIQ STUDIO - ashiqstudio.com (Belgium / MAD Brussels)

Anna Heinrichs | HORROR VACUI - horror-vacui.com (Germany / FCG)

DANIEL ESSA - danielessa.com (France / Maisons de Mode)

PHILIPPE PERISSE - philippeperisse.com (France / Maisons de Mode)

KETA GUTMANE - ketagutmane.com (Latvia / Baltic Fashion Federation)

NIKA RAVNIK - nikaravnik.com (Macedonia / Fashion Weekend Skopje)

SOFIJA URUMOVIC - sofijaurumovic.com (Macedonia / Fashion Weekend Skopje)

PATRICK DE PADUA - patrickdepadua.com (Portugal / ModaLisboa)

The Fashion Council Germany is providing workshops on the topics of sourcing, sales and communication for the brands and designers. The program also includes visiting Berlin Fashion Week events - the FCG Fireside Dinner Chat, the Industry Insights, the Tradefair Showroom and the FashionSUSTAIN and FashionTECH Conferences. A highlight of the stay, is a joint booth at the Premium Exhibition in Hall 7, Booth H7-G02 with which the PREMIUM GROUP enables the participating brands to present their collections to the media along with international and German buyers allowing a direct contact with them.

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Further stations of the UNITED FASHION program will be held in Riga, Skopje, Lille, Lisbon, Antwerp, Brussels and in cooperation with partner organisation NOT JUST A LABEL - notjustalabel.com (UK) in London. Next January, UNITED FASHION will once again take place during Berlin Fashion Week with the Fashion Council Germany inviting nine other designers to the German capital.

Scott Lipinski, CEO Fashion Council Germany:

"We are very pleased to be able to offer Berlin as a platform to selected international designers and to our own FCG Talent HORROR VACUI. In particular, the fact that Berlin will be the host for a second time in January 2019 is a great sign for Berlin as a location."

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.

For further information please visit FCG at www.fashion-council-germany.org

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