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## The European initiative **UNITED FASHION** is once again taking place in Berlin during **Berlin Fashion Week**

Berlin, January 8, 2019 - UNITED FASHION, an European Union program co-funded by *Creative Europe*, for the exchange of fashion expertise across Europe and will once again take place in Germany in partnership with the Fashion Council Germany (FCG).

During Berlin Fashion Week, from 14 to 17 January 2019, FCG welcomes 10 brands and designers from Belgium, Croatia, France, Latvia and Portugal:

**CESAR CASIER** - cesarcasier.com (Belgium/Flanders DC)

**Stephanie Lauwers | OSCAR THE COLLECTION** - oscarthecollection.com (Belgium /Flanders DC)

**CONNI KAMINSKI** - connikaminski.com (Belgium /MAD Brussels)

**GIUSEPPE VIRGONE** - giuseppevirgone.com (Belgium /MAD Brussels)

**Henri de Kergolay, Quentin Xavier | URBAN CIRCUS** - urban-circus.fr (France/Maisons de Mode)

**Olga Petersen | INCH2** - inch2.com (Latvia/Baltic Fashion Federation)

**Agnese Narnicka | ONE WOLF** - onewolf.eu (Latvia/Baltic Fashion Federation)

**Andreja Bisticic, Maja Merlic | DIORALOP** - dioralop.org (Croatia/Fashion Weekend Skopje)

**GONÇALO PEIXOTO** - goncalopeixoto.com (Portugal/ModaLisboa)

**Cristiana Costa | NÄZ** - naz.pt (Portugal/ModaLisboa)

Following a successful first Berlin edition with nine participants in July 2018, this season the Fashion Council Germany is inviting ten additional European brands and designers. The FCG is organising individual workshops on the topics of sourcing, sales and communication and the attendance at key Berlin Fashion Week events and conferences across the city, such as #FashionTECH or FashionSUSTAIN. The brands and designers will also jointly present their collections at the Premium Exhibitions Trade Fair (booth H8-D05), the international business platform for Contemporary Fashion.

In addition to Berlin in July 2018 and January 2019, as well as Riga in October in 2018, Skopje, Lille, Lisbon, Antwerp, Brussels and London are the goals of the EU's *Creative Europe Programme*, which runs until 2021. The initiative is supported by MAD Brussels (BE), Flanders DC (BE), ModaLisboa (PT), Baltic Fashion Federation (LV), Maisons de Mode (FR), Fashion Weekend Skopje (MK), Fashion Council

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Germany (D) and Not Just a Label (UK). The aim of the program is to strengthen the participants' competence in the areas of Fashion Tech, Sustainable Fashion, Production and Business Models.

Further information about the participating brands and designers, as well as images for editorial use, are available at the FCG: <https://we.tl/t-oZojwAps6>.

### **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 hosts support programs for German design talents since 2016.

Christiane Arp (Editor-in-Chief Vogue Germany) along with John Cloppenburg (Member of the Management Peek & Cloppenburg KG Düsseldorf), Dr. Christian Ehler (Member European Parliament), David Fischer (CEO & Publisher Highsnobity), Inga Griese (Editor-in-Chief ICON/ICONIST), Manuela Kampp-Wirtz (Geschäftsführerin Burda Style GmbH), Sung-Joo Kim (Founder and Chief Visionary Officer, Sungjoo Group and Chairperson, MCM Holding AG), Christina Oster-Daum (General Manager Cosnova GmbH), Dirk Schönberger (Global Creative Officer, MCM Worldwide), Chris Stricker (CEO haebmau) und Nadja Swarovski (Member of the Executive Board, Swarovski) 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 Olaf Schmidt (Vice President Textiles and Textile Technologies, Messe Frankfurt) are the members of the FCG executive board. Scott Lipinski is appointed to lead operations in the position of Managing Director.

For further information please visit FCG [www.fashion-council-germany.org](http://www.fashion-council-germany.org)

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