

# FASHION COUNCIL G E R M A N Y

## Mercedes-Benz and Fashion Council Germany present Marina Hoermanseder, Nobu Talai, and William Fan during Milan Fashion Week

Berlin/Milan, 23rd September 2016. Mercedes-Benz and Fashion Council Germany are pleased to announce the presentation of German Fashion Design Talents. The collaboration will take place during Milano Moda Donna Spring/Summer 2017, Milan's official Fashion Week - three young German designers will present six looks from their seasonal collections at the Fashion Hub, a focal point for emerging talent, set in the city's newly developed Porta Nuova District.

Founded by fashion industry experts in 2015, Fashion Council Germany is dedicated to scouting, supporting and promoting deserving young designers in Germany in addition to its practices in education, sustainability and fashion technology. The collaboration allows Fashion Council Germany's work to materialise in Milan and for its targeted emerging designers to engage with a new market for the very first time. "There are so many wonderful designers in Germany who have the potential to be successful on an international scale," explains Christiane Arp, President of Fashion Council Germany and Editor-in-Chief of Vogue Germany. "Partnering with Mercedes-Benz and bringing these designers to Milan allows them to receive the exposure of international media and buyers that they need to build their brand in the global fashion scene."

A long-term supporter of the fashion industry and emerging talent in particular, Mercedes-Benz has consistently sponsored fashion weeks, festivals and exhibits over the last two decades across the globe. Michael Bock, Director Sport- & Lifestyle Marketing Mercedes-Benz says, "Mercedes-Benz has always been synonymous for German creativity and design. It is therefore paramount that we champion Germany's rising talent by introducing them to new territories. The provision of key local insight that Mercedes-Benz offers is invaluable for these designers who are looking to strategically grow their businesses, both locally and internationally."

Its latest initiative will present three German based designers in Italy for the first time. All three designers are current mentees of the Fashion Council Germany, and were selected for the mentoring programme by Christiane Arp and her fellow board members.

Marina Hoermanseder is a Berlin-based womenswear designer who combines fine artisanal sophistication with eccentric, elegant designs. Founded in 2013, the French-Austrian designer's work represents a bold, feminine individualism. She debuted her Autumn/Winter 2014/2015 collection at Mercedes-Benz Fashion Week Berlin and won the Premium Young Fashion Award in 2014.

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Nobi Talai is a Berlin-based womenswear brand. Founded in 2015 by Tehran-born Nobieh Talaei, the label debuted at Mercedes-Benz Fashion Week Berlin for Spring/Summer 2016 and was one of the first mentees in Fashion Council Germany's Fellowship program. Nobi Talai won the Premium Young Designers Award Fall/Winter 2016/2017. The brand is known for pure, pared-down shapes that are blended with the designer's background in traditional crafts and dressmaking skills.

William Fan is a Berlin-based unisex label founded in 2015. A German designer with Asian roots, William Fan has always been fascinated by the idea of a new Euroasian aesthetic. William Fan made his debut at Mercedes-Benz Fashion Week Berlin for Autumn/Winter 2015 and showcased his collections two times at Der Berliner Mode Salon. His label offers a high-quality, functional wardrobe that mixes classic tailoring with innovative materials for men and women.

## **21 Years of Dedication to Fashion by Mercedes-Benz**

For the past 21 years, Mercedes-Benz has established itself globally as a partner and title sponsor at selected fashion weeks and events. The brand is currently involved in more than 50 fashion platforms globally, including Mercedes-Benz Fashion Weeks in Sydney, Beijing, Madrid, Amsterdam, and Berlin, as well as the acclaimed International Festival of Fashion and Photography in Hyères. Mercedes-Benz continues to support selected fashion events and platforms globally and over the course of two decades has made a name for itself in particular for promoting talented new designers.

## **Fashion Council Germany (FCG)**

Founded at 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 designers, its focus is 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. Since its foundation Fashion Council Germany has started several programs to promote talented German designers. In 2015 the FCG started to cooperate with the Berlin Senate for Economy, Technology and Research to promote Nobi Talai and Marina Hoermanseder - William Fan was added in 2016. Christiane Arp, Editor-in-Chief Vogue Germany, is the president of the FCG. Marie-Louise Berg, owner of Berg Communications in Berlin, Mandie Bienek, managing director of Press Factory, Claudia Hofmann, freelance creative director, Marcus Kurz, managing director of Nowadays agency, and Anita Tillmann, CEO of Premium Exhibitions, make up the rest of the composition of FCG's board.

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## Camera Nazionale della Moda Italiana

Camera Nazionale della Moda Italiana is the non-profit Association which disciplines, co-ordinates and promotes the development of Italian Fashion. The Association represents all the highest cultural values of Italian Fashion and aims to protect, co-ordinate and strengthen its image, both in Italy and abroad.

Since April 2015 Carlo Capasa is the Chairman. He has been chosen to orchestrate the re-launch of the Association, shaping a strategic vision focused on sustainability, digitilization and new brands.

Milan Fashion Week Spring/Summer 2017 takes place from 21 to 26 September 2016.

Marina Hoermanseder, Nobu Talai and William Fan will present their collections between 6.30pm and 9.30pm in the Fashion Hub at Piazza Gae Aulenti 10 on Thursday, September 22, 2016.

Follow Mercedes-Benz Fashion and Fashion Council Germany on social media:

Instagram: @mbfw, @fashioncouncilgermany

Twitter, Snapchat, Periscope: @mbfwofficial

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