Beat: Lifestyle

Berlin Fashion Week - From July 2 to July 7, 2013

Berlin Fashion Week

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USPA NEWS - Usually in February and July, for six days models, agents, media, buyers and trade experts meet at the hotspots to find out about the newest trends in fashion. Berlin is considered one of the signposts for young and aspiring designers showing their fresh ideas about style, color and materials.

Berlin is one of Europe´s most fascinating capitals of culture, a home for artists, performers and other creative people. It attracts leaders of the art, music and fashion industry from all over the world. Berlin Fashion Week is one of the highlights twice a year and since its premier in 2007, has developed into a mega event drawing more exhibitors and visitors each year. Usually in February and July, for six days models, agents, media, buyers and trade experts meet at the hotspots to find out about the newest trends in fashion. Berlin is considered one of the signposts for young and aspiring designers showing their fresh ideas about style, color and materials.

For almost one week, anybody who is interested in the newest fashion trends is welcome to most shows and exhibitions.

From July 2 to July 7, 2013 Berlin became an International Fashion City for the second time this year. Three of the big fashion firms, Rena Lange, Hugo Boss and Escada from Munich didn´t take part in the fashion show which created more opportunities for unknown, young fashion designers. More than 50 designers showed their summer collection for 2014 in the fashion tent at the Brandenburger Tor. About 40 more shows were presented at the Showfloor, Lavera, The Gallery and other venues. More than 2,500 fashion designers exhibited their newest creations at around 15 trade shows in Berlin.

Berlin might not be an international fashion capital like Paris, Milan and New York but what it has to offer is affordable, wearable fashion in high quality for everybody. Green fashion is on the rise and this year´s ethical fashion show drew more exhibitors and visitors than ever before. Green fashion is taking the environment into account, consumer health and working conditions of everybody working in the fashion industry. The clothes are made, using raw materials such as cotton grown without pesticides and silk made by worms fed on organic trees. No harmful bleaches, colors and chemicals are used and high quality garments can be made from recycled textiles.
http://www.ilsegibson.com/berlin-fashion-week-2013.html

Another very special moment for the fashion world was the addition of the fashion line for plus sizes. Very few women today wear sizes 4 to 8 (UK 6-10, Germany 32-36) which means that it is difficult to get fashionable designs for bigger sizes. For the first time this July, a new branch of fashion was introduced to the Berlin Fashion Show. The “˜Curvy is Sexy´ show got its own, exclusive platform, showing designs for trendy plus sizes. New designers presented colorful, voguish and stylish fashion for everybody needing a bigger size and still look genteel.

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At the same time from July 2-5, 2013, the Mercedes Benz Fashion Week showed its spring and summer collection for 2014; it was their 13th season. 72 designers from 15 countries of which most were emerging designers coming from Angola, Austria, Bulgaria, Cameroon, England, Finland, France, Greece, Holland, Italy, Poland, Romania, Switzerland, Turkey and Vietnam, showed their newest ideas and creations. It seems that Berlin continues to evolve into a city for discovering the most creative and brightest fashion talents.

Berlin Fashion Show is probably going to surprise the fashion world with some outstanding new designers in the future. A lot to look forward to when the next Berlin Fashion Show opens its doors again in February and July 2014.

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