

Berlin Fashion Week
14-17 January 2019



UNITED

FASHION

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CALL
for
FASHION DESIGNERS

Call

This call is organised in the framework of the United Fashion project. It is carried out by 8 organisations active in the fashion sector all over Europe and supported by the **Creative Europe** programme of the European Union.

The call is for fashion designers legally based in **Belgium, France, Balkan countries, Germany, Portugal or Latvia** and, interested in expanding to the German market with their **Autumn Winter 2019/20 Collection** during the Berlin Fashion Week, 14-17 January 2019.

Berlin Fashion Week

Twice a year, Berlin becomes an international stage for fashion and lifestyle. At the Berlin Fashion Week fashion-lovers, buyers, trade visitors and media representatives meet for shows and awards, find out about latest collections and trends at the trade fairs and visit exhibitions and off-site events. Highlights of the Berlin Fashion Week are the trade fairs PREMIUM Exhibitions at STATION Berlin, Neonyt Berlin at Kraftwerk, SEEK and BRIGHT at Arena Berlin, Show & Order at Kühlhaus, the PANORAMA at Messe Berlin and Selvedge Run at Palais am Funkturm as well as the shows of the Mercedes-Benz Fashion Week at E-Werk. In addition, 40 established & young designers will present their collections at Der Berliner Salon (Kronprinzenpalais).

Preliminary Programme for selected designers

14 January	AM arrival, set-up designer showroom booth, Fireside Dinner Chat (Networking Event)
15-17 January	Designer Showroom @Trade Fair TBC
15 January	FashionTECH & Workshops @Kraftwerk
16 January	FashionSUSTAIN & Workshops @Kraftwerk
17 January	Individual Time & Dismantling of the designer showroom booth, departure

Costs

Travel and accommodation costs will be taken in charge by the hosting organisation, the Fashion Council Germany:

- ___ Flight and/or train ticket in economy class (max budget will be communicated separately to each country).
- ___ Hotel in Berlin (selected by the organiser).

Deadline for application: 19 October 2018

Result of the selection will be shared with the designers by end of October 2018.

Application criteria

Requirements for designers looking to participate to United Fashion activities

General United Fashion requirements

- Have official HQ in one of the UF partner countries
- Be supported and recommended by one of the UF partners
- Motivation to participate in the UF project

Commercial requirements

- Have a ready to wear collection to showcase abroad: men/women/accessories (shoes, bags, no jewelry)
- Export:
 - Maturity of the collection ready for exportation, relevance for the German market and having a clear export strategy
 - Have past experience in an international showroom
- Distribution:
 - Have a minimum of 3 sales points.
 - E-commerce is an added value (brands with own online shop or available on other international online shops)
- Communication:
 - Have a clear communication strategy for your brand

Requirements specific to the partner country: Germany

- To specify: commercial and/or high-end designer brands
- To specify: designer brands with full collections and/or mono-product
- Motivation to explore the German market and to take part in the UF @ Berlin Fashion Week programme
- Clear interest for one of the topics of the summit: fashion tech, sustainable fashion, production, etc.

Selection criteria

Selection criteria

- PRODUCT: product quality
- IMAGE: quality brand image
- DISTRIBUTION: maturity for exportation and commercial strategy
- RELEVANCE: relevance of the brand to the German market
- MOTIVATION: motivation of the brand to participate in the project and to explore the German market

How to apply

If you are interested in applying, submit your application to the country of your legal seat:

Belgium - Brussels	elke.timmerman@mad.brussels + info@united-fashion.eu
Belgium - Flanders	ann.claes@flandersdc.be + info@united-fashion.eu
Balkans (Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Croatia, Slovenia, Serbia)	info@fashionweekendskopje.mk + info@united-fashion.eu
France	nicolas.nesson@maisonsdemode.com + info@united-fashion.eu
Germany	sara.teske@fashion-council-germany.org + info@united-fashion.eu
Portugal	joana.jorge@modalisboa.pt + info@united-fashion.eu
Latvia	project@bffederation.com + info@united-fashion.eu

Your application should be sent by 19 October 2018 at the latest and should include:

- The attached application form filled in
- A brief description of your brand and collection (max. 1.000 signs without spaces)
- A look book of your Spring/Summer 2019 collection (previous collection)
- Minimum 5 pictures of your collection, separately of the look book, for communications purposes

Timing

24 September 2018	Callout
19 October 2018	Application deadline
End of October	Result of the selection

German fashion market

Germany is Europe's largest national economy and its biggest consumer of apparel and footwear, according to Euromonitor. Germans like functional wear and rather go for understatement and simplicity. Subtle and less 'fashion' labels are the most appreciated by the consumer.

Berlin is the creative epicentre of Germany. Unpretentious, edgy and socially conscious, Berlin hosts several pioneer stores including Andreas Murkudis, The Store, Voo Store and Bless, each offering ground-breaking fashion and interior design objects.

United Fashion

The United Fashion project is carried out by a cluster of 8 organisations active in the fashion sector in Europe, namely MAD Brussels Fashion and Design Platform (BE), Flanders DC (BE), ModaLisboa (PT), Baltic Fashion Federation (LV), Maison de Mode (FR), Fashion Weekend Skopje (MK), Fashion Council Germany (DE) and Not Just A Label (UK). The aim of this project supported by the Creative Europe programme of the EU is to enhance the culture of fashion designers across Europe to be more business minded and at enhancing their competitiveness internationally, without limiting their creativity.

Through a number of international network events and transdisciplinary training workshop, more than 150 fashion designers will have the opportunity to participate by showcasing their collection, getting to know and understand several European markets, developing new skills in fashion tech, sustainable fashion, production, craftsmanship, business models... between 2017 and 2021.

Calls will be sent out to participate to the upcoming fashion weeks and events in Europe:

2019

March	Fashion Weekend Skopje	by FWSK
September	48H Mode Lille	by Maisons de Mode

2020	March	Lisboa Fashion Week	by ModaLisboa
	November	Fashion Talks Antwerp	by Flanders DC

2021	March	Final event / Madifesto	by MAD Brussels
	March-June	Exhibition	curated by Not Just A Label

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Co-funded by the
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