



**ethical
fashion show**
BERLIN

Press Release

3 July 2018

Greenshowroom Selected: fashion show at the 'Ewerk' event centre a great hit

Lilliffer Seiler
Tel. +49 69 7575-6738
Lilliffer.Seiler@messefrankfurt.com
www.messefrankfurt.com
www.greenshowroom.com /
www.ethicalfashionshowberlin.com

Première of the joint fashion show of the Greenshowroom and the Ethical Fashion Show Berlin within the framework of the MBFW.

Entitled 'Greenshowroom Selected', today's joint fashion show of the Greenshowroom and the Ethical Fashion Show Berlin made its debut as part of the MBFW format launched by the Mercedes-Benz Fashion Week in January. Conceived and curated by Claudia Hofmann, stylist and co-founder of the Fashion Council Germany, the editorial show presented selections from the collections of national and international fashion labels. Diversity and uniqueness were the key themes of the show – from the curated styles, via model selection, to the way the outfits were matched to the individual personalities.

The looks showed labels such as Anne Bernecker, Antonia Zander, Buki Akomalafe, Ecoalf, Lanius and Tauko, as well as labels from Ethiopia, such as Mafi, Meron and Samra. Additionally, Rhumaa and Wunderwerk offered a foretaste of men's fashions for the spring and summer of 2019. Also involved were Benu Berlin and Philomena Zanetti, winners of the mentoring programme of the Fashion Council Germany for Berlin-based designers in cooperation with Messe Frankfurt. The outfits were rounded off by jewellery from, inter alia, Alama, shoes from Baboosha and Nat-2 and hats from Spatz Hutdesign. The music came from DJane Bonnie Musique Couture.

Numerous guests from the worlds of fashion, media, politics and business attended the show at the 'Ewerk' event centre. Additionally, many visitors to the Kraftwerk event centre, watched a live transmission of the show on a big screen during the 'Nightshift' evening event.

All credits for the show looks are available for downloading at <http://www.thefashioncredits.com/>

Photos for downloading will soon be available at <http://ethicalfashionshowberlin.com/press/>

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Press releases & images:

www.greenshowroom.com / www.ethicalfashionshowberlin.com

On the internet:

www.facebook.com/greenshowroom

www.facebook.com/ethicalfashionshowberlin

www.youtube.com/greenshowroom

www.youtube.com/EFSBerlin

www.instagram.com/greenshowroom

www.instagram.com/ethicalfashionshowberlin

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de