



Mercedes-Benz

**PRAGUE FASHION
WEEKEND 2013**

PRESS RELEASE

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CZECH PRAGUE FASHION WEEKEND IS NOW ONE OF GLOBAL MERCEDES-BENZ FASHION WEEKS

The biggest fashion event of this year's autumn, Prague Fashion Weekend, has joined the global network of Mercedes-Benz fashion weeks. At a ceremonial evening for invited guests, an exclusive contract between Prague Fashion Weekend and the Mercedes-Benz brand was concluded. Mr Florian Müller, managing director of Mercedes-Benz Czech Republic and Ms Janina Šlemínová, managing director of Prague Fashion Weekend, introduced the new logo of the event and its official name, **Mercedes-Benz Prague Fashion Weekend**.

The world's first fashion week took place in 1943 in New York. Since 2009, the event is organized under the Mercedes-Benz brand. In 2013, Prague is joining the family of Mercedes-Benz fashion events and the ranks of such important cities as Berlin, London, Madrid or the already mentioned fashion Mecca, New York.

Mercedes-Benz Prague Fashion Weekend 2013 will take place from September 18 to September 22 in the historic downtown of the capital city of Prague. The essential concept of the event remains the same – a four-day marathon of stand-alone fashion shows of Czech fashion designers, raising stars and renowned fashion brands.

In 2012, the first Prague Fashion Weekend was introduced to the Czech public, offering a fashion tent with 30 fashion shows and a total of 785 models. The globally established concept of a fashion tent will be kept also for **Mercedes-Benz Prague Fashion Weekend 2013**. This year, the tent will be situated close to Pařížská, in the historical city centre of Prague. The tent will have a capacity of 600 guests for each particular fashion show. This year will also introduce a press centre for media representatives. Needless to

mention, the event will also offer a fashion lounge for visitors and guests of fashion shows. Another innovation for 2013 is live streaming from the shows; this means that fashion enthusiasts that will not be able to take part in the shows in person will have the chance to follow everything live at iconiq.cz, the fashion website.

Mr Florian Müller, managing director of Mercedes-Benz Czech Republic, says with regard to the event:

“Mercedes-Benz supports fashion all across the world. We have a lot of in common with the fashion world: our passion for style, design, elegance, innovations, and above all the relentless pursuit of perfection. I’m truly pleased that Prague has joined the worldwide projects of Mercedes-Benz seeking to support fashion designers, and I believe that we will be able to fulfil the event’s primary objective – supporting talented Czech fashion designers not only at home but also abroad.”

“The largest fashion weeks all around the world are organised under the patronage or in cooperation with Mercedes-Benz, and therefore the establishment of this connection is of utmost importance for us. I’m sincerely happy that we were able to conclude a contract with Mercedes-Benz for the next three years to come. This means that as Prague Fashion Weekend we will be able to cooperate with other fashion weeks, e.g. in the area of talent exchange. Right now, we are taking the first round of our fashion designers abroad. On March 21, 2013 the designer trio LaFormela will introduce its collection at Mercedes-Benz STYLO Kuala Lumpur. A part of the collection that will be presented abroad, was already introduced to attendees of the ceremonial evening,” says Ms Janina Šlemínová, managing director of Mercedes-Benz Prague Fashion Weekend 2013.

www.fashionweekend.cz

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stars communication

MERCEDES-BENZ PRAGUE FASHION WEEKEND is organised by Stars Communication, a joint venture of the renowned Czechoslovak Models modelling agency and SARA EVENTS. The joining of powers of these strong partners that have been operating in the Czech market already for 20 years enabled the creation of a unique concept combining the stable and professional background, wealth of experience as well as personal contacts of the partner companies.

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