



PRESS RELEASE

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Two new events to strengthen the business aspect of Prague fashion week – professional conference and official showroom

The upcoming edition of Mercedes-Benz Prague Fashion Week (MBPFW), the biggest fashion event in Czech republic, will bring two new formats that will substantially support the professional and business focus of the event – a professional international conference and official showroom. Through these MBPFW will further deepen its pursuit to restart the fashion industry in the country. "*The aim of our efforts is to present Czech fashion to domestic public and the world and to provide designers with a platform comparable to world-class standards to present their work at a truly professional level. And that involves bringing top professionals together, initiate discussions and reflect on current trends and happenings in the fashion industry,*" explains Lukáš Loskot, CEO of Prague fashion week, it's new initiatives.

A daylong conference for professionals and enthusiasts named ***Business Forward Forum by ČEZ & Forbes*** will provide global and local view of fashion and design industry. Four discussion forums composed will provide 360° view of the current topics, reflect on actual tendencies and striving to predict the near future trends.

The conference is a natural evolution and upgrade of the *Fashion Talks* with distinguished fashion week's international guests organized in previous editions of MBPFW. Its 4 colloquiums focus on core areas of the fashion business: investment and finance of fashion start-ups; local and sustainable production; PR influenced by social media and sales in the digital age.

As the *Fashion Talks* in the past, the ***Business Forward Forum by ČEZ & Forbes*** will introduce prominent international professionals such as renown fashion journalist, former editor of Vogue.co.uk and current contributor of The New York Times or Nowfashion.com Jessica Bumpus; representatives of successful Czech brands Tonak and Pietro Filipi and global projects such as the International Woolmark Prize.

The partners of the Business Forward Forum are ČEZ Group and magazine Forbes that took on patronage of one of the panels. Special thanks belongs to hotel Emblem in Platnerska street that will – as in the previous editions – take care of the accommodation and comfort of all the esteemed speakers of the conference. The conference will be held on Friday March 18th at the Chemistry Gallery from 10 am to 5 pm and admissions are free after a previous registration.



Another event which increases the importance of the Prague fashion week namely for professionals will be its first official **Re-see Showroom supported by Nespresso**, where designers will have the opportunity to meet face to face with buyers, journalists, stylists and to get immediate feedback and discuss concrete cooperation and sales.

"Showroom is a must for a professional fashion week. Ever since the first Mercedes-Benz Prague Fashion Week in our hands in September 2014 we tried to improve the entire presentation level and that means not only the runway shows, but also a possibility of a closer look and opportunity to discuss and get feedback from top professionals," says Loskot.

Re-see Showroom supported by Nespresso will be held on Monday March 21st and will be hosted in Kvalitář gallery. The unique concept of Kvalitář gallery whose idea is that different artistic disciplines are intended to complement and support each other resonates with the approach of Prague fashion week, offering a confrontation of contemporary fashion and art. The fashion collections will be installed in an area where at the same time will take place an appraising solo exhibition of Michal Škoda, chief curator of the House of Art in České Budějovice.

The upcoming edition of the Prague Fashion Week will be held from March 16th to 23rd featuring fall/winter 2016 collections of twenty Czech and Slovak authors and brands.

Mercedes-Benz Fashion Week Prague (MBPFW)

MBPFW is an international festival of Czech and Slovak fashion. This regular cultural and social event presents since 2010 the best of local fashion designers and thematic supporting programs. MBPFW encourages local creativity, seeking new talent and inspire. Each year participate important international personalities of the fashion industry, such as the well-known shoemaker Jimmy Choo, long-time director of brand Jean-Paul Gaultier Donald Potard, foreign journalists and buyers. Last year in September 2015 it attracted 16,000 spectators. The organizing agency Czechoslovak Models is also the organizer of Czechoslovak Topmodel modelling contest.

#MBPFW

www.mbpfw.com

facebook.com/mbpfw

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Kvalitář

Kvalitář is a unique space in the Prague city centre, which promotes the idea that the individual art disciplines are intended to complement each other and work together. Kvalitář presents contemporary art trends, sells Czech art, realizes architecture projects, offers original furniture from leading designers and gathers experts on contemporary art world. A similar concept represents in the Czech Republic as the only one.

www.kvalitar.cz

facebook.com/kvalitar

The Chemistry Gallery

The Chemistry Gallery is a young dynamic creative institution designated for reputable commercial and professional presentation of works by young contemporary artists from the Czech Republic and abroad. The aim of The Chemistry Gallery is to contribute to mutual understanding and interaction between the world of contemporary visual arts and the public and provoke the interest of young contemporary art and new artistic trends, movements and creative concepts.

www.thechemistry.cz



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