PRESS RELEASE

August 31st, 2021

**Sunday afternoon will be a showcase for young talent. The finalists of the Preciosa Master of Crystal competition and Van Graaf Junior Talent 2021 winner Aleš Hnátek will present their work at MBPFW.**

In addition to some well-known names, the autumn edition of the Mercedes-Benz Prague Fashion Week will feature numerous up-and-coming young designers. For the first time ever at MBPFW, the finalists of the Preciosa Master of Crystal competition will be presented.

The Preciosa Master of Crystal competition is for young designers in various fields. This year’s edition will present a selection of the most talented fashion design students from several European countries. With the exception of the “Duality” theme exploring the two lives of clothing, all models will feature Czech Crystals by Preciosa. Fashion lovers can look forward to cut stones and other products from the Preciosa portfolio showcased on creations by students of the Academy of Arts, Architecture and Design in Liberec, the Technical University in Liberec, the Academy of Fine Arts in Bratislava, the Secondary School of Applied Arts in Ústí nad Orlicí or the Secondary School of Applied Arts in Uherské Hradiště.

*“This year’s Master of Crystal is exceptional for Preciosa in that it provides a platform for combining Czech crystal with top fashion. The collections of all the finalists show how naturally the two go together while highlighting the quality of young designers in the Czech Republic and Europe. We are proud that Preciosa can support this young talent,”* says jury member and head of marketing at Preciosa Components Eva Švihovská.

Traditionally, the autumn edition of MBPFW also includes a show for the winner of the **VAN GRAAF Junior Talent** competition for beginning designers, which this year was Aleš Hnátek.

Aleš Hnátek, a student at the Clothing and Footwear Design Studio of the Academy of Arts, Architecture and Design in Prague, takes esthetics and quality quite seriously. He focuses on the luxury segment and wearable artworks. Attention to the slightest detail is exceptionally important for him. He is convinced that refined esthetics combined with high quality craftsmanship yields the best products. Naturally, he also takes the environment into account and emphasizes sustainability. He likes to use properly recycled materials, which he perceives as no less luxurious. He is inspired in his work by art, certain moments and atmosphere. Then, guided by associations and intuition, he begins to create.

*“From my archive I intuitively select several materials and put them together. These fabrics stir up various emotions within me, I sense their essence and atmosphere. I also want to point out in my work that luxury goods don’t need to be exclusively about new materials,”* says Aleš Hnátek about his collection.

**Mercedes-Benz Prague Fashion Week SS22 will take place on the show days from September 4th-6th, 2021. A show of the finalists of the Preciosa Master of Crystal 2021 competition will take place together with a showing of VAN GRAAF Junior Talent Card 2021 winner Aleš Hnátek on Sunday, September 5th, from 4 pm in Hall 13 of the Prague Market in Holešovice, which is the main venue of the upcoming edition of MBPFW.**

A full program and details about individual events is available at www.mbpfw.com.
Tickets for MBPFW SS22 are on sale now at [www.goout.net](http://www.goout.net).

#MBPFW

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**26 years of Mercedes-Benz benefiting fashion**
During the last 26 years, Mercedes-Benz has assumed the role of key international partner and titular sponsor of select fashion events. The brand currently takes part in over 80 international fashion platforms in over 40 countries, including Mercedes-Benz fashion weeks in Sydney, Mexico City, London, Madrid, Tbilisi and Berlin as well as the respected international festival of fashion and photography in Hyères. Mercedes-Benz continuously supports selected fashion events all over the world. It owes its admirable reputation to twenty years of supporting up-and-coming designer talents. This support has given over 90 aspiring designers the chance to present their work on 30 platforms world-wide, including Milan, London, Prague, Istanbul, and Berlin.