

Mercedes-Benz Prague FashionWeek

PRESS RELEASE

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This is the first time Mercedes-Benz Prague Fashion Week invites its FW21 visitors to a drive-in cinema. The MBPFW Drive-in Cinema will be open between 1 and 3 May in the carpark of Hall 25 at the Prague Market in Holešovice, Prague 7.

The FW21 fashion temple will be the first in history to take the form of a drive-in cinema. The carpark of Hall 25 at the Prague Market in Holešovice, Prague 7 will turn into the **MBPFW Drive-in Cinema** between 1 and 3 May 2021.

The new **MBPFW Drive-in Cinema** format will be a welcome change in the times when cultural events and social projects are severely limited and moved online in their entirety.

“We are very happy that the brand new MBPFW Drive-in Cinema model will allow us to present to our visitors individual fashion shows in real time, thus maintaining the authentic and unique atmosphere of a fashion week. It will also allow them to safely watch the individual fashion shows and performances from the comfort of their own cars,” explains **Lukáš Loskot**, CEO of Mercedes-Benz Prague Fashion Week.

Between 1 and 3 May, the MBPFW Drive-in Cinema will use pre-specified time slots to present individual fashion shows, which will be screened in real time as set in the programme on two identical LED screens. Every day, all visitors will then be able to watch the individual shows with a slight delay on MBPFW YouTube channel.

‘We had a very good experience with the drive-in cinema format last spring, when we invited the public to experience a classic drive-in cinema in Letňany in Prague. We welcome the MBPFW organizers’ decision to opt for this format, which has been adapted to the current Covid situation. We are very happy to support and hold this unique event this year again,’ says **Wolfgang Karl Bremm von Kleinsorgen**, CEO of Mercedes-Benz Czech Republic.

Mercedes-Benz Prague Fashion Week, which will present designers’ visions for season fall/winter 2021, opens on 30 April 2021 with a performance by Jakub Polanka together with Priveé lounge and Harper’s Bazaar magazine in the newly restored Šlechtova restaurant in Royal Game Reserve Stromovka, where a park happening open to public will start at 19.00.

The fashion week show programme presents the total of 44 designers, out of which two are school studios – Technical University of Liberec and Tomáš Baťa University in Zlín: Fashion Design Studio. There is also a shared show section of four finalists of the VAN GRAAF Junior Talent 2021 competition for up-and-coming young designers and the winner of VAN GRAAF Junior Talent Card 2020 Marcel Petránek. The catwalk



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welcomes back designer duo LAFORMELA as well as Tereza Rosalie Kladošová. The MBPFW programme also includes shows by designers Jakub Polanka, Michael Kováčik, Tereza Vu, Pavol Dendis, Lukáš Krnáč, Michaela Hriňová, and Denisa Dovala. This year's MBPFW newcomer is Slovak designer Petra Kubíková. There is also a show by the winner of the Mercedes-Benz Talent 2021 design competition from Mercedes-Benz Fashion Week Madrid. The first day of fashion shows will see Zoltán Tóth's unique presentation of his current work at the Prague Market in Holešovice, Hall 11.

For the full programme and details on individual events go to www.mbpfw.com.

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Youtube – Mercedes-Benz Prague Fashion Week

26 years of Mercedes-Benz benefiting fashion

During the last 26 years, Mercedes-Benz has assumed the role of an international key 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 gave over 90 aspiring designers the chance to present their work on 30 platforms world-wide, including Milan, London, Prague, Istanbul, and Berlin.

