**Press Release**

29th July 2024

**Mercedes-Benz Prague Fashion Week announces official Program for the SS25 Fall edition and launches ticket sales**

Mercedes-Benz Prague Fashion Week (MBPFW) has unveiled the official program for its upcoming SS25 fall edition. Attendees can look forward to three exclusive gala evenings, hosted in partnership with the event's main media partners.

The afternoon fashion shows, and curated evening selections will be held from August 29th to September 1st, 2024, in the newly renovated Clam-Gallas Palace. This historic venue promises a unique experience that blends fashion with Prague's rich cultural heritage. The accompanying program will continue at various locations around Prague until September 4th.

The afternoon runway segments will feature designers **Alexandra Gnidiaková**, **Valérie Jurčíková**, **Tomáš Němec**, **Hana Valtová**—the winner of the VAN GRAAF Junior Talent 2024 award—and the brand **Balvin couture**.

The first gala - **MBPFW presents HARPERʼS BAZAAR GALA: European Stage** will showcase international designers including **AVENIR** (DE) and **DZHUS** (UA). The curation is led by **Nora Grundová**, Editor-in-Chief of Harper’s Bazaar, and her team. The performance shows are in collaboration with the Year of Czech Music.

**Schedule:**

**20:30 Mercedes-Benz Red Carpet**

**21:00 European Stage – in collaboration with The Year of Czech Music 2024**

**21:30 Por Amor Afterparty**

dress code: creative black tie

The second evening will highlight emerging Czech and Slovak fashion talents in the **MBPFW GALA presents DOLCE VITA Czech & Slovak Fashion Design Students in Context show**. **Jan Králíček**, Creative Director of Dolce Vita magazine, will present standout works from students of three universities: **Technical University of Liberec**, **Fashion and footwear design studio UMPRUM**, and **Fashion Design Studio - Tomas Bata University Zlin**

**Schedule:**

**20:30 Mercedes-Benz Red Carpet**

**21:00 Czech & Slovak Fashion Design Students in Context**

**21:30 Por Amor Afterparty**

dress code: design chic

The final gala evening, **MBPFW x MERCEDES-BENZ presents VOGUE CS RUNWAY**, curated by Vogue CS Editor-in-Chief **Danica Kovářová**, will showcase the work of designer **Jakub Polanka** and the brand **NEHERA**.

**Schedule:**

**20:30 Mercedes-Benz Red Carpet**

**21:00 Vogue CS Runway**

**21:30 Por Amor Afterparty**

dress code: creative chic

“Mercedes-Benz cars and high-end fashion focus on the same key aspects as craftsmanship, individuality and sustainability. This edition SS25 we welcome you to beyond by introducing our Mercedes-Maybach EQS SUV. The first fully electric Mercedes-Maybach redefines what luxury means in the new era. It brings the utmost grace and maximum comfort, attention to detail, and the uncompromised individualization and craftsmanship of our MANUFAKTUR program. Like fashion, the MANUFAKTUR individualization program can reflect your personal style.”

**Alexander Henzler**, CEO of Mercedes-Benz Czech Republic

On Saturday, August 31st– Vogue Czechoslovakia marks its seventh year with the September Issue. The event **Power of 7,** which celebrates this anniversary, is open to the public and will take place from 13:00 at the Clam-Gallas Palace.

In addition to the runway shows and gala evenings, the event will feature a presentation - **DUNGEON by TOBIAS SCHUBERT ft. 58G, WEN & Benjamin** on Sunday, September 1st at 19:00, and an open-air cinema screening of **MBPFW X 3KINO**: "The Art of Loving" on Wednesday, September 3rd at 20:00, both at Clam-Gallas Palace.

From August 29th to September 1st, the MBPFW OFFICIAL AFTERPARTY will be held at Groove Bar starting at 23:00. On Sunday, September 1st, the ELLE RE-SEE SHOWROOM pop-up will be open to the public from 14:00 to 18:00 at the Four Seasons Hotel Prague, showcasing selected collections from Czech and Slovak designers featured in the MBPFW runway program.

The SS25 fall edition will conclude with the **MBPFW CLOSING PARTY by THE BRANDS hosted by SaSaZu** on September 4th, starting at 20:00.

Today marks the beginning of limited ticket sales on GoOut. The complete program and additional event details are available on the official website [www.mbpfw.com](http://www.mbpfw.com) and on social media.

More information:

#MBPFW

www.mbpfw.com

facebook.com/mbpfw

instagram.com/mbpfw

**About location**

At the beginning of the 18th century, one of the highest diplomats of the Viennese court, Jan Václav Gallas, had the Baroque palace in the Old Town built as his grand aristocratic residence according to a magnificent design by architect Johann Bernhard Fischer of Erlach. The statuary was commissioned to Matthias Bernard Braun, and the frescoes in the lavish interiors came from the greatest Central European fresco painter of the time, Carlo Innocenzo Carlone. The palace became an important center of cultural life in Prague and has been uniquely preserved in its original architectural structure.

**29 years of Mercedes-Benz benefiting fashion**

During the last 29 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 60 international fashion platforms, including Mercedes-Benz Fashion Weeks in Beijing, Berlin, Istanbul, and Milan as well as the globally recognized 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 fledgling designer talents.