

10 July 2019

BERLIN FASHION WEEK:

PRESENTATION OF BIKINI BERLIN X WILLIAM FAN BIRTHDAY BAG

During Berlin Fashion Week on 4 July 2019, William Fan presented his spring/summer 2020 collection with an impressive show at the Museum of Decorative Arts in Berlin. Part of the presentation was the BIKINI BERLIN Birthday Bag designed in cooperation with William Fan to celebrate the concept shopping mall's fifth birthday.

The tote bag draws its inspiration from the unique architecture of the listed Bikini building and is a fashionable interpretation of the Berlin shopping icon. *"We are proud to finally be able to present the result of our cooperation with William Fan and to share our enthusiasm with fashion insiders. William really inspired us with his vision and the result couldn't be better suited to BIKINI BERLIN,"* says Antje Leinemann, Managing Director of BIKINI BERLIN, about the birthday collaboration. With its architectonic design and urban print, the Birthday Bag seems to be based on the cube-shaped floor layout of the concept shopping mall and, thanks to the two vibrant colour variations of blue and coral, it certainly has what it takes to become a timeless 'it' piece.

Just like BIKINI BERLIN, the design of the bag also represents functionality, urbanity and dynamics. During the creation process, William Fan was also inspired by the vibrancy of the German capital. *"I really appreciated the opportunity to create a timeless, classic fashion accessory that is as versatile and vibrant as BIKINI BERLIN. The links between architecture and fashion are often underestimated, but for me they couldn't be more obvious,"* says the designer.

All customers who spend 150 euros at BIKINI BERLIN between 15 August and 10 September 2019 will receive their own limited-edition bag upon presentation of a full stamp card.

BIKINI BERLIN

Beyond the hustle and bustle of Kurfürstendamm, at BIKINI BERLIN you can buy tasteful products, enjoy international culinary delights with views of the neighbouring Berlin Zoo and mingle with like-minded people at cool events. The area around the Bahnhof Zoo train station has been restored to its former glory and is setting the pace in Berlin – nowhere else in the city are so many new and exciting spaces popping up. And right in the middle of it all is BIKINI BERLIN: a concept shopping mall, the 25hours Hotel and the Zoo Palast cinema with architecture that is steeped in history. www.bikiniberlin.de.

FOR FURTHER INFORMATION, PLEASE CONTACT

BIKINI BERLIN
Katrin Schneider | Marketing & Public Relations
Hardenbergplatz 2 | 10623 Berlin
Tel. +49 30 554964-11 | Fax +49 30 554964-99
ka.schneider@hausbau.de

Press Factory for BIKINI BERLIN
Marlen Zielke
Anklamer Strasse 38 | 10115 Berlin
Tel. +49 30 2887-9008 | Fax +49 30 2887-9003
marlen.zielke@press-factory.de