



28 May 2018

FASHION COUNCIL GERMANY AT BIKINI BERLIN CURATED POP-UP SHOPS AT THE CONCEPT SHOPPING MALL

Since the beginning of 2018, the Fashion Council Germany has been located at its new headquarters on the rooftop terrace of the BIKINI BERLIN concept shopping mall. With the aim of further promoting and establishing German fashion design as a cultural and economic asset, the new office spaces, including a showroom, are not only a port of call for the managing director Scott Lipinski and his team, but also for the presidium with Christiane Arp, Editor-in-Chief of Vogue Germany, at the helm, as well as the board including Deputy Chairwoman Marie-Louise Berg and mentees like William Fan and Philomena Zanetti. The 105 m² space will also be regularly used for round table talks, collection presentations and seasonal press days. This year, it will be exclusively playing host to three unique pop-up shop events featuring designs by members of the Fashion Council. Fashion Council Germany has found a reliable partner in BIKINI BERLIN. After all, pop-up stores have a long tradition at the concept shopping mall, which is world-renowned for its pop-up boxes on the ground floor that change every one to six months.

FIRST FCG FASHION POP-UP WITH THE THEME "SUMMER, SUNSHINE & SAND"

Curated by the Fashion Council Germany, from 6 until 10 June a number of German labels will be presenting and selling highlights from their summer collections at BIKINI BERLIN. Visitors can look forward to shopping pieces by Berlin-based designer duo Steinrohner, Malaika Raiss from Berlin, swimwear by Mymarini, raffia bags by Goldstück, sustainable label Bav Tailor and basics by Phyne. Vintage store VESTIAIRE COLLECTIVE is also offering a drop-off station.

Additional pop-up shop events featuring aspiring German talents will be taking place later on in the year from 8-11 August and from 5-8 December.

FCG Pop-Up Shop at BIKINI BERLIN

Budapester Strasse 42 – 50
2nd floor (rooftop terrace)
10787 Berlin

6-10 June 2018

Opening times: Monday – Saturday: 10:00 am until 8:00 pm
Special opening on Sunday: 1:00 pm until 6:00 pm

Participating fashion labels:

[Agios](#) | [Bav Tailor](#) | [Goldstück](#) | [Lala Berlin](#) | [Malaika Raiss](#) | [Mymarini](#) | [Und Gretel](#) | [Philomena Zanetti](#) | [Phyne](#) | [Shine](#) | [Steinrohner](#) | [Vestiaire Collective](#) | and many more.

ABOUT FASHION COUNCIL GERMANY

The Fashion Council Germany was established in 2015 in Berlin and is a special interest group representing German fashion. Its objective is to improve the international visibility of German fashion and designers by taking on the responsibility of political, media, cultural and industrial lobby work.

www.fashion-council-germany.org

ABOUT 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 at cool events. The area around the Bahnhof Zoo train station is shining in new splendour and 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

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