



23RD FEBRUARY 2017

FAREWELL, WINTER! TO WELCOME THE ARRIVAL OF SPRING, EIGHT NEW BOX TENANTS ARE SETTING UP SHOP AT BIKINI BERLIN

Even if it's still cold and grey outside, BIKINI BERLIN is already heralding the start of springtime and getting us in the mood for the best time of year. Eight new and diverse pop-up box tenants will be bringing a breath of fresh air to the ground floor of the concept shopping mall from February/March. The carefully curated providers come from the sectors of fashion, food and art.

MERCI HANDY

Products full of love and affection from France are being presented at BIKINI BERLIN by the cosmetics company Merci Handy until the end of April. Their range includes nourishing hand cleansing gels and the Crème de la Crème hand cream, which is brand new to the assortment and gently moisturises the skin, leaving it with a delicate fragrance. All scents by Merci Handy are developed in Provence, in Grasse, the world's capital of perfume. The brightly coloured packaging design in eye-popping colours makes these product real eye-catchers in every bathroom or well-stocked handbag.

de.merchihandy.com

CASHMERE SISTERS

The founders of Berlin label Cashmere Sisters will be offering their cosy, warm and stylish hats, scarves, sweaters and parkas made of cashmere, as well as yak and camel hair until 2nd April. The style of the collection is relaxed, casual and timeless. All materials come from Mongolia, where they are also processed.

www.cashmeresisters.com

FOREANDAFT

Multiple brands, one look – that's the idea behind ForeandAft. The Beirut company guarantees its male customers the latest fashion trends in the best Italian quality. Only brands that are made using premium-quality materials in Italy's best factories make the cut here. ForeandAft stocks labels including Tela Genova, 40WEFT, Diadora, D.A.T.E., Santaniello, Stewart and Bastoncino. You can visit their pop-up box at BIKINI BERLIN until 31st July.

www.foreandaft-menswear.com

24COLOURS

Fashion label 24colours, established in 2009 in Berlin, is all about stylish and affordable fashion for young women. The young design team creates unique tops, dresses, skirts, trousers, jeans, blazers and accessories and draws its inspiration from the Berlin street style. Each of their collections is strictly limited. As well as an online shop, 24colours already has 25 of its own stores throughout Germany and will also be represented in the BIKINI BERLIN concept shopping mall from 21st February until 20th June.

www.24colours.de

ESPADRIJ L'ORIGINALE

Along with the arrival of springtime, Espadrij l'originale is also returning to BIKINI BERLIN. From 1st March until the end of August, the company will be showcasing the latest summer collection of its colourful classic espadrilles. As well as the popular CLASSIC and CUIR models, the collection also features other shoe trends like sequins or summery fruit prints. All models are produced using traditional handcraftsmanship methods in a small village in the French Pyrenees or in Spain in the last remaining espadrille factories there. A high-quality upper material and the robust jute sole covered with water-repellent natural rubber are the unique hallmarks of Espadrij l'originale.

www.espadrij.com

WHO'S THAT GIRL

The fashion label Who's that girl, which was established in 2002 in Antwerp, is renowned for its brightly coloured and original designs. Its collections, consisting of skirts, tops, trousers and dresses, are designed for ladies of all ages and stand out with their flattering tailoring and unique fabrics. From 1st March until the end of May, you will find Who's that girl in a pop-up box at BIKINI BERLIN, meaning that the people of Berlin can look forward to adding a splash of colour to their wardrobes with the wide range of vibrant designs!

www.whosthatgirl.eu

NORDISK TANG

Nordisk Tang is proving that seaweed isn't just a marine plant, but also has the potential to taste great. The products by its two founders Heine Max Olesen and Kristian Ottesen, show how amazingly delicious and, above all, healthy the sea vegetable can be. They only use sustainable and regional ingredients for their gourmet algae products. Until 2nd August, visitors to BIKINI BERLIN can stock up on delicacies like organic original seaweed pesto and organic tomato seaweed pesto.

www.nordisktang.dk/de

NINA NOLTE

The German artist Nina Nolte is back at BIKINI BERLIN and will be selling her contemporary artworks in her very own Art-Lounge until 2nd May. Visitors can also enjoy a coffee from Einstein Kaffee at one of the ten seats. The original-format reproductions of her artworks revolve around the subjects of women and summer. Her vibrantly coloured pictures have already been shown in exhibitions in the USA, Latin America, Asia and Europe. In May, Nina Nolte will be taking part in a POP ART exhibition in Constance with her LIMITED EDITION, alongside other limited artworks by Andy Warhol, Roy Lichtenstein and Jeff Koons.

www.ninanolte.com

FOR FURTHER INFORMATION, PLEASE CONTACT:

BIKINI BERLIN

Anne-K. Berends | Communication & Marketing
Hardenbergplatz 2 | 10623 Berlin
Tel. +49 30 554964-38 | Fax +49 30 554964-99
an.berends@hausbau.de

Press Factory

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