Beat: Lifestyle

Berlin Fashion Show 2017

Designer Julia Seemann

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USPA NEWS - As part of the "International Designer Exchange Program", the Swiss designer Julia Seemann is presenting her latest collection at the invitation of Mercedes-Benz and ELLE. The show will take place on 19 January at 11:00 a.m., at the Berlin Fashion Show in Kronprinzenpalais.

The work of Julia Seemann is characterised by minimalistic design, subcultures and nostalgia. For her latest spring/summer 2017 collection she worked together with the artist Ramon Hungerbühler, who explores the significance of the line in his art. On a layered principle, design and painting have created two levels which interact completely independently.

Using screen and transfer printing, Seemann has applied lines to American denim which dominate the work inspired by the wave movement and subcultures of the 1980s and 1990s, together with bright colours, sharp contours and eye-catching lettering. The collection celebrated its premiere at the Mode Suisse in Zurich, which had been supported by Mercedes-Benz for the first time as an automobile partner.

"Julia Seemann is yet another exceptional designer coming to Berlin, and we are very pleased to be presenting her together with ELLE. We chose the Berlin Fashion Show as as the event platform, as this has become an important and valuable initiative for the support of German-speaking designers," says Michael Bock, Head of Sport & Lifestyle Marketing at Mercedes-Benz Cars.

"Julia Seemann's interdisciplinary approach, her combination of art and design and her determination to present successfully on the international stage greatly impressed us. We not only need such talent in fashion, but in all creative areas ““ including the automobile sector. We hope that our invitation to Berlin will be a further milestone in her career."

In 2015 Julia Seemann's career made a vertical take-off with her diploma collection. During her Bachelor study at the Institute for Fashion and Design at the high-school of arts in Basel, she initially worked with Vivienne Westwood and Meadham Kirchhoff in London before striking out alone with her own label after her degree. She was a winner at the New York Fashion Platform VFiles, and was able to show her collection at the New York Fashion Week. This opportunity led to Rihanna wearing one of her looks at the Yeezy Season Show by Kanye West.

Mercedes-Benz and ELLE are jointly presenting an up-and-coming talent at the Mercedes-Benz Fashion Week Berlin. Both brands are internationally committed to supporting gifted young designers, and have previously brought successful creative talents such as Iris van Herpen (Netherlands), Satu Maaranen (Finland) or Roshi Porkar (Austria) to the German capital. Since 2014 the show in summer has been reserved for one of the winners in the Festival of Fashion and Photography in Hyères, which is also supported by Mercedes-Benz. In June 2016 this was the Japanese winner Wataru Tominaga.

With 46 international editions in more than 90 countries, Elle is one of the largest and best-known global media brands and the best-selling high-end fashion magazine in Germany. The fashion magazine demonstrates its impressive fashion expertise with a particular flair for identifying talented designers. Mercedes-Benz Fashion Week Autumn/Winter 2017 will be held from 17 to 20 January in the Jandorf department store in Berlin-Mitte. Exclusive looks behind the scenes of Mercedes-Benz fashion activities may be found on the social media channels: Instagram: @mbfw and Twitter, Snapchat, Periscope: @mbfwofficial

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