



SKIN ON THE MARKET

**Showcase of czech fashion design
in Berlin.**

7.9.-9.9. 2023

Skin On The Market

On their own initiative, Czech designers are creating a project for their presentation and development of the Czech fashion scene.

Our region now lacks the possibility of adequate and meaningful presentation in events.

Czechoslovak society perceives designer fashion as a highly profitable product for the elite, which belongs more to the commercial than to the cultural sphere.

As a result of this dogma, no platform has yet emerged in the Czech Republic that would support progressive fashion design, present it to the general public and at the same time facilitate contact and cooperation between designers and fashion industry players. As a result, the fashion industry is experiencing a large outflow of talent abroad.

SOTM 2023 - Berlin/ Prague

An event is being created right now, which will present contemporary progressive designers of fashion, jewellery and accessories in Berlin in the form of shows and a showroom. A major part of the event is aimed at invited guests from the Berlin fashion scene - buyers, retailers, stylists, art directories, set designers, producers, artists, etc. In this way, the event will provide its participants with contacts to create an effective network and open the door for a possible entry into the Berlin market.

The event is also aimed at the public, to whom it will also be accessible and, in addition to the selection of exhibitors, will appeal to them with the unconventional concept of the show, which uses dancers from Kiki house oh Ambitchous instead of classical models dedicated to vogue style. This fresh choreography of the show will be highlighted by a live performance by musician Never Sol, who will provide the background music.

The promise of a lot of media attention, thanks to the project's audience appeal and media partnerships, will provide the participants with considerable PR on home turf. This will be used in the follow-up Prague event taking place at the end of November and the beginning of December at the Černá Labut' gallery. More info on this event, which is conceptually based on the Berlin one, will be published soon.

Fashion show 7th September

From 6 pm show for VIP guests with refreshments and exhibitors' catalogues.

From 8 pm show for the public.

Each designer will present 5 fittings - a teaser for the following showroom where they will show the rest of their collection. It is possible to present a cross-section of work instead of a single collection.

Models in a range of sizes 36 - 42 secured through streetcasting and from the ranks of dancers. These will be pre-assigned as part of the coordination of the show running from mid-July.

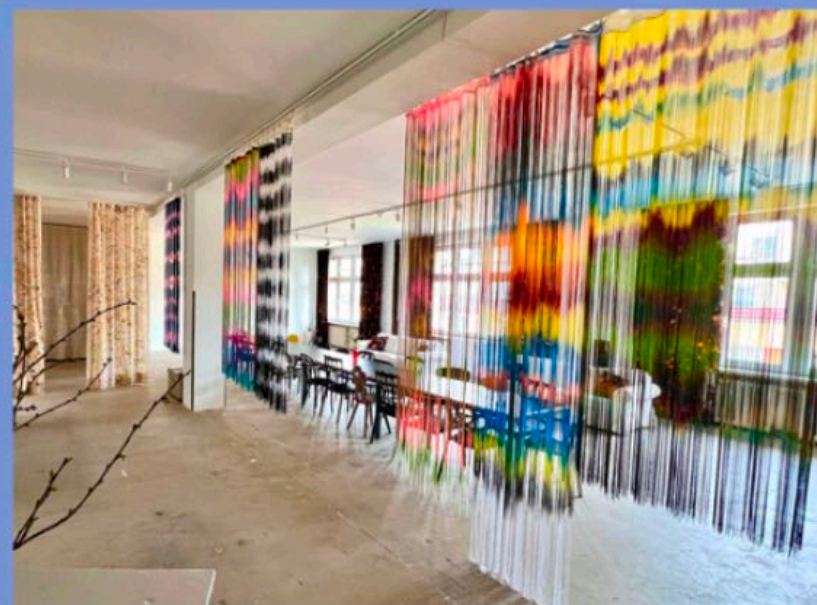
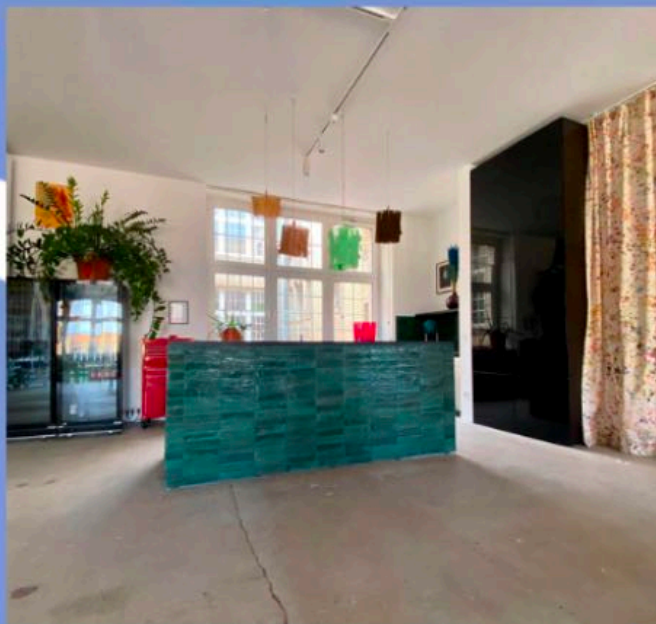
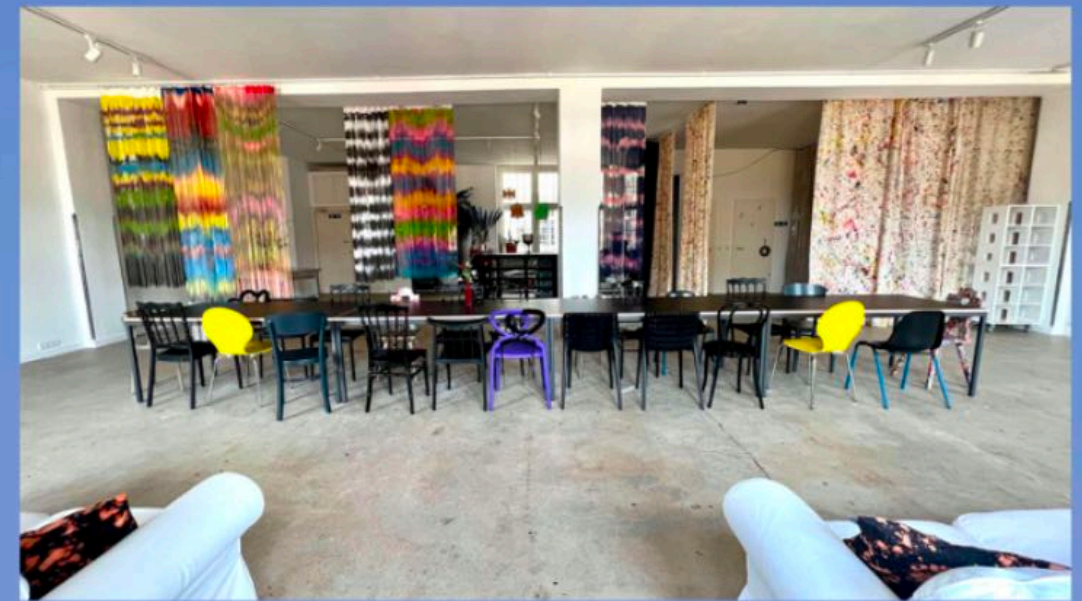
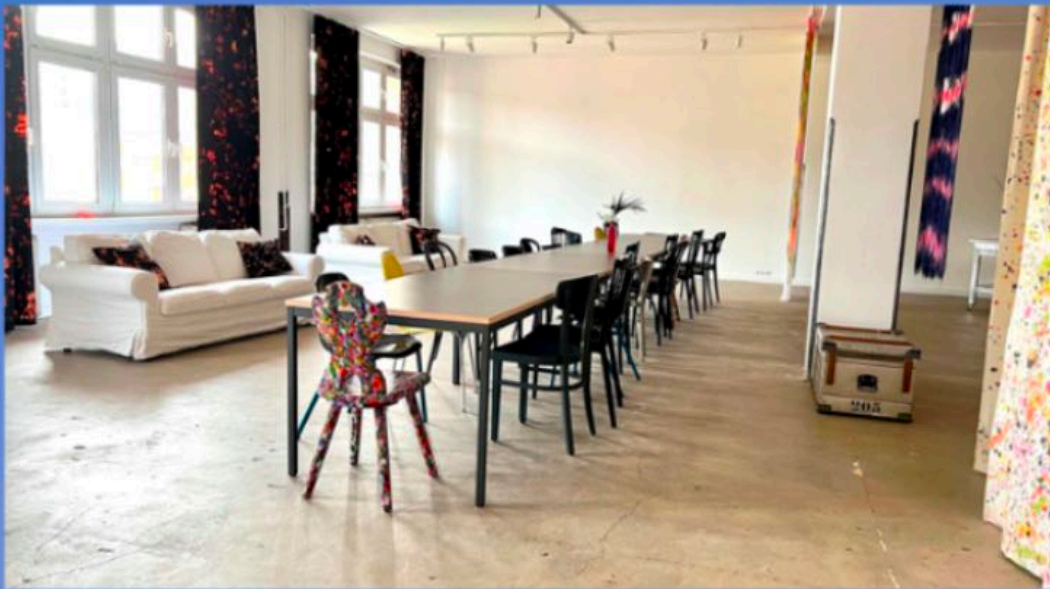
Showroom 8th and 9th September

Around 25 designers of clothing, jewellery and accessories.

Bar for visitors.

Partner Starstyling:

Loft Starstyling Studio v Berlin Kreuzberg - venue.



Exhibitors

Exhibitors are subject to curatorial selection. The quality of the work is evaluated, as well as the estimated potential to take advantage of the presentation opportunity and mediated quotes.

Here are a few of yet 20 confirmed names:

Natálie Dufková / Naniche



Anna Tran



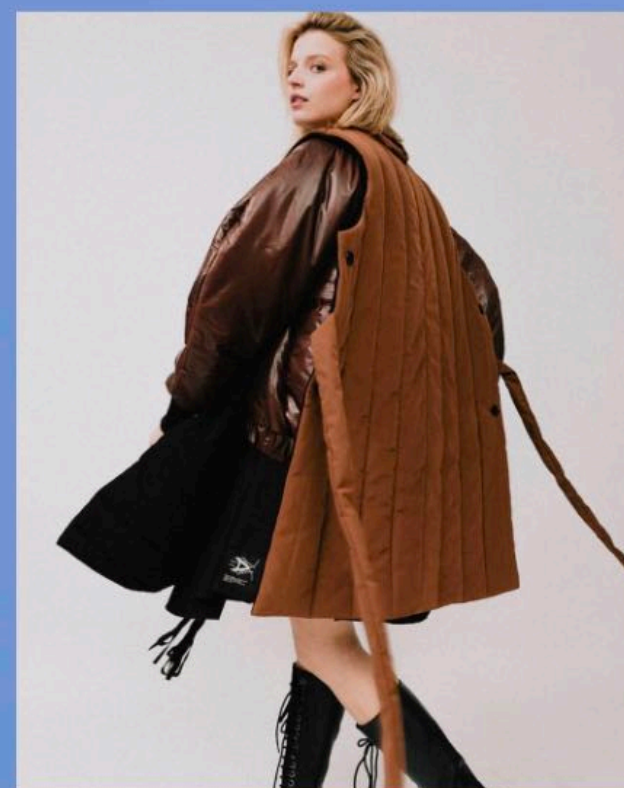
Natálie Nepovímová



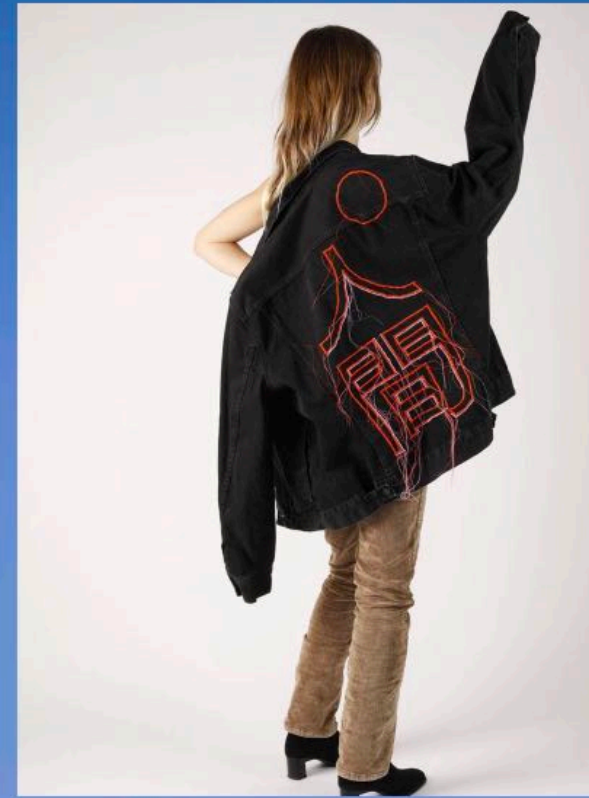
Tereza Váchová



Afka life



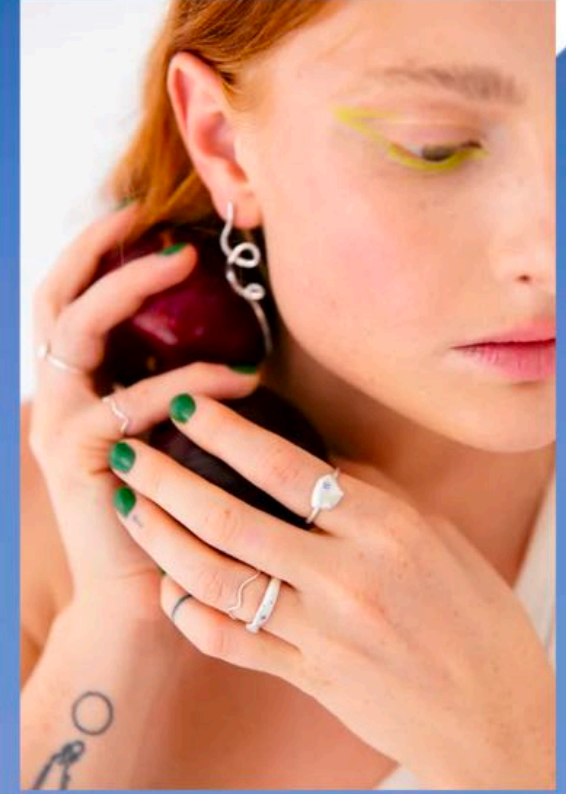
Vivat život



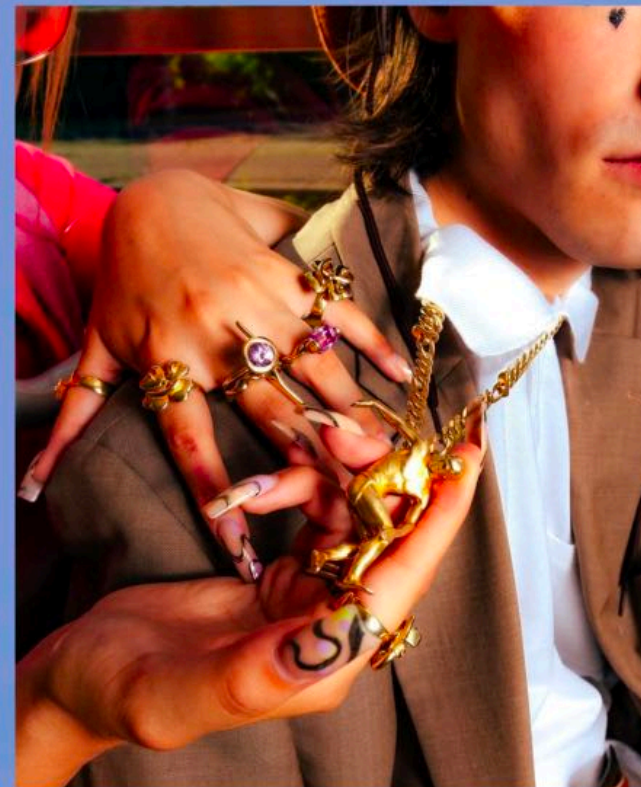
Dick Wolf



MUUN Studio



Ondřej Stára



Contact

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Partners

Czech center Berlin

Starstyling

Černá labuť

Czech fashion council

Fashion Revolution

Země Projekt

Media partners:

N&N magazine

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Main media partner:

Czechdesign.cz