*Press release  
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***Czech designers are creating a project on their own initiative to present and promote themselves.***

***The presentation of Czech fashion design will take place in Berlin.***

**The Skin On The Market project, which was created as a response to the suboptimal situation of young professionals within the Czech fashion scene, is organizing an event that will enable an adequate and meaningful presentation of Czech creators abroad. The three-day event will take place on 7-9 September in Berlin and aims to connect fashion, jewellery and accessory designers with the local scene as well as with professionals and the general public in the Czech Republic through catwalk shows and showrooms. The concept of the event is to communicate original fashion as a part of culture that should be accessible to all. The founder of Skin On The Market and designer Tereza Váchová is trying to break the negative stereotypes of the Czech-Slovak fashion industry.**

Going to market with your own skin is a translation of a Czech expression that means to do something difficult or risky that no one else has been able to do or help with. Skin On The Market, is a project promoting young Czech fashion design and fashion accessory and jewellery design in Berlin. The project responds to the demand for opportunities to present their work abroad, which is growing among designers working in the Czech Republic. The reason for this increased demand is not only the desire to reach a foreign audience, but also the insufficient or inadequate possibility of presentation on the domestic scene. The fashion festivals that take place in our country very rarely connect creators with professionals or buyers, which significantly slows down the growth and development of young fashion brands, while the main purpose of the shows is to establish meaningful collaborations that will support young professional creators. This problem has been a subject of discussion in the design community for many years, but it does not seem to have been particularly pointed out publicly to give this discussion a chance to spread into the public space. As a result, we often encounter the view that it makes no sense for an artist to present themselves in such a show, as it is not financially or otherwise worthwhile. Other design festivals offer the possibility of panel installations, but fashion, accessories and jewellery, which is experiencing a renaissance in the Czech Republic, is only one part of it. Moreover, for clothing, this way of presentation is not ideal.

It is true that platforms are being created for the presentation of students, but there is still a lack of a platform that focuses on young professionals and their often high-quality and progressive work and innovative approaches. Naturally, creators are thus oriented abroad, which often means an outflow of young talent from our region.

The idea was born to take a proactive approach to the problem and organize a joint event abroad, specifically in Berlin, where there is a lively cultural undercurrent and the local fashion scene seems to work very well. Therefore, a cooperation with the local Czech brand Starstyling was established. This connection will be supported by cooperation with other partners in Germany and the Czech Republic.

The project will include a three-day event that will take place from 7-9 September 2023, starting on the first day with a show for professionals and buyers and continuing on the same day with a show for the general public. The show will include a live musical set by Czech musician Never Sol. The show will be divided into two blocks of 15 minutes each, during which approximately 12 designers will present their work, each presenting 5 fittings. The event will also continue with a two-day showroom for the public, where jewellery and accessory designers will be presented in addition to fashion designers. In total, we estimate 25 to 30 exhibitors will participate. Within the showroom, there will be a time slot reserved for exhibitors to interact with invited guests..

The project also keeps in mind contemporary social issues such as sustainability in the selection of the authors and the event. In particular, it wants to give emphasis to the topic of inclusion of gender and sexual minorities in the selection of models. The recent events following the homophobic terrorist attack in Bratislava have shown that the presentation of queer people is needed in the Czechoslovak environment, although specifically in the fashion scene it is rather absent. The inclusion of queer models and dancers brings not only a fresh playful aspect to the show, but also a social aspect to the domestic scene..

*"Thanks to its ability to inspire and communicate important social issues, it is necessary to understand designer fashion as a valid part of culture that is accessible to everyone and not just those who can afford it,"* says designer and founder of the project Tereza Váchová. The concept of the project is an effort to break the Czech-Slovak fashion scene out of the stereotypes.

One of the long-term goals of the project is to initiate a change in the way Czech-Slovak society thinks about fashion design. The fashion industry is perceived as highly profitable, belonging more to the commercial than to the cultural sphere. But the reality is quite the opposite. While in the rest of Europe, fashion events and creators are thought of as providing inspiration and revitalisation in addition to products for sale, and therefore it is important to provide support, in our country such an idea seems to be something progressive and new. Thus, in Czechoslovak eyes, designer fashion is becoming something elite and unattainable for the general public, unworthy of attention and therefore misunderstood, which ultimately harms the entire local fashion scene.

The aim of the Skin On The Market project, which was initiated by the designers themselves, is to draw attention to the state of the local fashion scene and to help individual designers and partners on the domestic market. It turns out that Czech creators are in demand abroad, so the autumn event will be the first of a series of events in European capitals, including Prague. These gatherings of creators and big brands should be the cornerstone of a platform that has been missing here and will help shape the Czech fashion scene.

**Tereza Váchová** is a fashion designer. After studying fashion design at high school in Prague, she changed her major for a while, which brought her to České Budějovice. She returned to fashion design very soon, but in the meantime she started to work in the wider cultural sector. She founded the creative hub and concept store Prostor Pro\_, where she presented her South Bohemian work and, as part of a small team, organised design markets, farmers' markets in unusual places, concerts, theatres, openings and readings. She created many successful cultural projects, some of which are still running today.

She now works in Prague where she is dedicated to her own work, which focuses not only on quality and comfort, but also on design that emphasizes individuality and adds self-confidence, which she achieves by applying many years of experience in custom design. Her visual language teeters on the edge of simple elegance and kitsch with elements of hyperbole and subcultural aesthetics. This is ultimately reflected in how she creates the concept of Skin On The Market, a project she founded in early 2023, whose events are characterized by playfulness and overlap.

Nyní působí v Praze kde se věnuje své autorské tvorbě, která se zaměřuje kromě kvality a pohodlí především na design, který podtrhuje individualitu a dodává sebevědomí, čehož dosahuje uplatněním mnohaletých zkušeností ze zakázkové tvorby. Její vizuální jazyk balancuje na hranici jednoduché elegance a kýče s prvky nadsázky a subkulturní estetiky. To se koneckonců promítá i do toho jak vytváří koncept Skin On The Market, projektu, který založila začátkem roku 2023, jehož eventy se vyznačují hravostí a přesahem.

**Media contact:**  
Eliška Hamáčková, [eliska.hama@gmail.com](mailto:eliska.hama@gmail.com), +420 776 635 002