March 4th, 2024

**Established icons, emerging stars, and global perspectives: The spring edition of Mercedes-Benz Prague Fashion Week unveils its full program**

Tickets to the spring edition of Mercedes-Benz Prague Fashion Week are now on sale with limited availability. The upcoming FW24 edition promises an exhilarating lineup of shows and events, which are to be unveiled under an innovative new concept and set to take place at the Tyrš House and other venues across Prague.

*“The core of this new concept for MBPFW lies in its three exclusive gala evenings, which combine fabulous runway shows with unforgettable afterparties,”* explains **Lukáš Loskot**, CEO of MBPFW. Each gala evening will be centered on one specific theme, allowing guests to enjoy a curated selection from several different categories. *“I’m thrilled to announce the curators and creative directors behind each gala and accompanying runway show:* ***Thea Prokop****, editor-in-chief of Elle magazine, and* ***Mária Kohútik****, creative director of Elle (MBPFW x VISA presents ELLE GALA – Czech & Slovak Runway);* ***Lenka Šubrtová****, editor-in-chief of Dolce Vita, and* ***Jan Králíček****, creative director of Dolce Vita (MBPFW GALA x MATTONI presents DOLCE VITA - Czech & Slovak Fashion Design Students in Context); and* ***Nora Grundová****, editor-in-chief of Harper's Bazaar (MBPFW x PLOOM presents HARPER'S BAZAAR GALA - European Runway),”* said **Lukáš Loskot**, revealing the spring edition’s full lineup.

 **Runway Program:**

**Thursday, April 18th**:

**8:30 pm**: MBPFW x VISA presents ELLE GALA – Czech & Slovak Runway:

Liběna Rochová, Martina Špetlová, Michael Kovacik, Miro Sabo, NEHERA, On The Boat

**Friday, April 19th**:

**2:00 pm**: VANDA JANDA FULL TIME DIVA CAFÉ x NESPRESSO – press & client event

**5:00 pm**: TOMÁŠ NĚMEC

**8:30 pm**: MBPFW GALA x MATTONI presents DOLCE VITA Czech & Slovak Fashion Design Students in Context: UMPRUM – Fashion and Footwear Design Studio; Technical University of Liberec; Tomas Bata University in Zlín – Fashion Design Studio (FDS)

**Saturday, April 20th:**

**2:00 pm**: VAN GRAAF JUNIOR TALENT 2024 / MERCEDES-BENZ FASHION TALENT AWARD WINNER: EMEERREE (Madrid)

**5:00 pm**: TOBIAS SCHUBERT

**8:30 pm**: MBPFW x PLOOM presents HARPER’S BAZAAR GALA – European Runway:

Arturo Obegero (FR), Jean Gritsfeldt (UA), NEIGE (PL), PODYH (UA), Toos Franken (BE), Yiorgos Eleftheriades (GR)

In addition to the evening galas, the three-day show schedule (from Thursday, April 18th to Saturday, April 20th) will also include afternoon shows where designers **Vanda Janda** (in collaboration with partner Nespresso), **Tomáš Němec**, and **Tobias Schubert** will present their new collections for the Fall/Winter 2024 season. The afternoon show blocks will also feature the traditional VAN GRAAF Junior Talent competition for this year’s up-and-coming designers as well as another show from an international designer – the winner of the Mercedes-Benz Fashion Talent Award competition in Madrid, **EMEERREE**.

*“We are excited to be a titular partner of the prestigious MBPFW and proud at the same time that Prague is one of the exclusive Mercedes-Benz Fashion Week locations around the world. This year we will bring you closer to our pioneering spirit and the evolution of Mercedes-Benz brand. From the design icon 300 SL „Gullwing“ to the electric future with a cutting-edge technology of our EQS sedan. We look forward to show you how our cars have always been a symbol of elegance, timelessness and perfect style. The definition of a car changes, but one thing stays the same. It's Mercedes-Benz,”* says **Alexander Henzler**, CEO Mercedes-Benz Czech Republic.

**Finalists of the VAN GRAAF Junior Talent 2024 competition**:Hana Valtová, Šimon Žák, Valerie Jurčíková, Vojtěch Lopour

**MBPFW x ELLE RE-SEE SHOWROOM**

In addition to the fashion show program, visitors can also look forward to a sales pop-up exhibition of collections presented at the Czech & Slovak Runway show at the Four Seasons Hotel Prague. The event will be open to the general public on **Sunday, April 21st, from 3:00 pm to 7:00 pm**.

**OTHER EVENTS IN THE MAIN PROGRAM**

**Saturday, April 20th, 11:00 pm**: PIGMENTARIUM x ARTURO OBEGERO: Azabache soirée

**Wednesday, April 23rd, 10:00 pm**: MBPFW CLOSING x EUPHORIA @MARIE B & BOKOVKA

**Thursday, April 18th – Saturday, April 20th**: SISLEY PARIS BEAUTY & SPA LOUNGE, Four Seasons Hotel Prague

**For the complete program and details for each event, visit www.mbpfw.com.**

**Tickets for MBPFW FW24 are available for purchase on GoOut.**

For more information:

#MBPFW

www.mbpfw.com

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**29 years of Mercedes-Benz in support of fashion**

Over the past 29 years, Mercedes-Benz has assumed a prominent global role as a key partner and primary sponsor of various fashion events. The brand actively engages in over 80 international fashion platforms across more than 40 countries, encompassing prestigious events such as Mercedes-Benz Fashion Weeks in Sydney, Mexico City, London, Madrid, Tbilisi, and Berlin, along with the esteemed International Festival of Fashion and Photography in Hyères. Mercedes-Benz consistently lends its support to select fashion events worldwide, cultivating emerging design talent and fostering an admirable reputation over the span of two decades. This steadfast backing has provided opportunities for over 90 aspiring designers to showcase their creations on 30 platforms globally, including cities like Milan, London, Prague, Istanbul, and Berlin.

**About the location**

This April, Mercedes-Benz Prague Fashion Week will grace the spaces of Tyrš House – the headquarters of the Czech Sokol Community. Nestled within Malá Strana, the complex includes Michna Palace, which has evolved from its charming Renaissance origins into one of Prague’s most magnificent Baroque palaces. Acquired by the Czechoslovak Sokol Community in 1921, the partially dilapidated building underwent a transformation under the visionary design of architect František Krásný. The result? The completion of the Tyrš House, boasting Prague’s first-ever indoor swimming pool and gymnasium building. Today, this site, with its unmistakable charm, hosts a myriad of sporting, cultural, and social gatherings. The most anticipated Sokol event of the year is the upcoming XVII All-Sokol Gathering, which will take place in the metropolis from June 30th to July 5th, 2024.