FINAL REPORT

Mercedes-Benz

PRAGUE FASHION WEEKEND 2013

September 18–22
Prague | Pařížská

Campaign Visual

MBPFW 2013 FACTS

DATE:	September 18–22, 2013
VENUE:	Fashion Tent / Pařížská Street, Prague
ACCOMPANYING PROGRAMME:	STUDIO designSUPERMARKET / Štencův dům (Štenc House)
TITULAR PARTNER:	Mercedes-Benz
MAIN PARTNER:	Czechoslovak Models
PARTNERS:	Canon Decoland Sony
MAIN MEDIA PARTNERS:	E15 Elle JCDecaux Prima Ženy Zen
MEDIA PARTNERS:	FashionTV czech&slovak MAUDhomme mdls.cz Prague Exclusive protišedi.cz Radio City TopFashion magazín
UNDER THE PATRONAGE OF:	Prague 1
OFFICIAL HAIRSTYLE PARTNER:	Redken
OFFICIAL MAKE-UP PARTNER:	Maybelline
OFFICIAL HOTEL:	InterContinental Prague
MAIN SUPPLIERS:	studio DRAWetc. Papyrus
LIVE STREAMING AND NEWS PARTNER:	iconiq
LUXURY BRANDS PARTNER:	lifestyle and fashion magazine One
PARTY PARTNER:	Sasazu | School
ACCOMPANYING EVENTS PARTNERS:	Renomia Vizooimage
PRODUCER:	stars communication

STARS.CZ

in Numbers

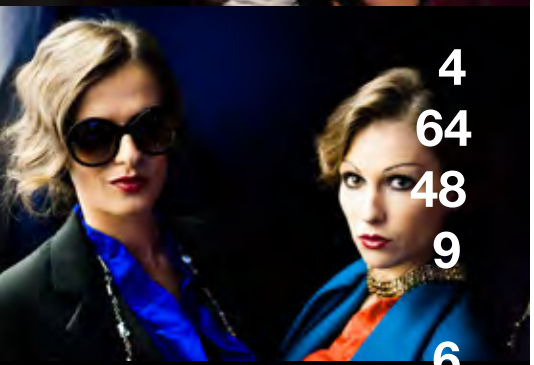
2 fashion tents with an area of 1,800 sqm

4 days of fashion shows

64 fashion shows

48 Czech fashion designers

9 foreign fashion designers



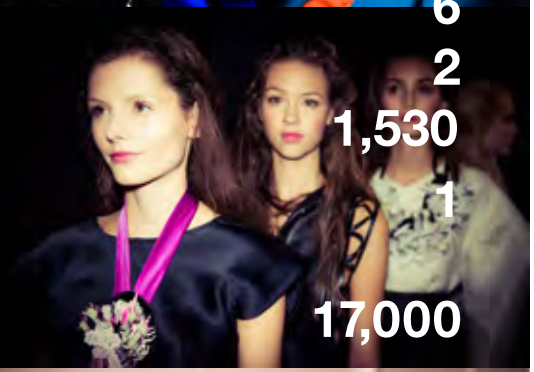
6 fashion brands

2 fashion schools

1,530 models shown

1 competition for young designers

17,000 visitors



studio designSUPERMARKET

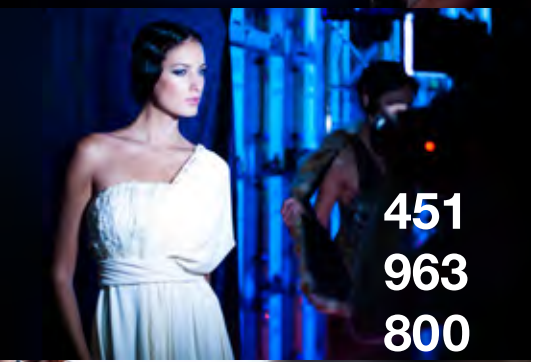
25 designers with their work on display

4 workshops

4 selection modeschau videos by Veronika Ruppert

2,000 visitors

1 Elle Fashion Photo Award



MBPFW STAFF:

70 female and male models
18 dressers
16 hairstylists
10 make-up artists
29 hostesses
6 producers
20 technicians
1 director
1 assistant director
1 head of backstage
1 head of wardrobe

FOOD AND BEVERAGES CONSUMED:

451 litres of water
963 cups of coffee
800 sandwiches
in the backstage

FASHION SHOWS SCHEDULE

Mercedes-Benz
PRAGUE FASHION WEEKEND 2013

WEDNESDAY

18/9

MBPFW 2013 OPENING

11:00

Press conference and **ELLE FASHION PHOTO AWARDS** private view

18:00

Opening Cocktail

20:00

Louboutin & One magazine Party

THURSDAY

19/9

READY TO WEAR

Fashion Tent, Pařížská

15:00
Opening Ceremony

16:00
Trend Show
Viktoria Vittori,
Marcel Holubec W.,
The Address Idea,
Orsolya Csík

17:00
boheme
Hana Stocklassová
+ **alešbáry**

18:00
PIETRO FILIPI

19:00
TOMBOLINI

20:00
VA VA VOOM

21:00
s.OLIVER

FRIDAY

20/9

CZECH SCENE

Fashion Tent, Pařížská

13:00
La Femme MiMi
+ **Natáshe**

14:00
Sophistic by Veronika
+ **TEREZA VU**

15:00
Marko.In

16:00
JAROSLAVA

17:00
NAVARILA

18:00
DUSNI3

19:00
Ivana Follová

20:00
Hana Havelková

21:00
SIMPLE

SATURDAY

21/9

CZECH vs EUROPE

Fashion Tent, Pařížská

13:00
ODIVI

14:00
jsem
+ **Zuzana Kubíčková**

15:00
Mirka Talavašková
+ ETHER

16:00
TIQE

17:00
LIST

18:00
Petra Ptáčková
+ **Martin Havel**

19:00
Kateřina Geislerová

20:00
STINAK
+ **Ivana Kaňovská**

21:00
GALA FASHION NIGHT
PRAGUE MEETS BERLIN
Jakub Polanka
+ Michael Sontag

SUNDAY

22/9

FRESH SUNDAY

Fashion Tent, Pařížská

13:00
VOŠON Praha

14:00
VŠUP Ateliér módní tvorby Pavla Ivančice

15:00
Jindra Jansová
+ **KRALOVA_Design**

16:00
JIRI KALFAR

17:00
Sharka Bosakova
+ Monika Drápalová

18:00
CHATTY

19:00
Mirka Horká & Gravelli
presents He Froze show
by Yemi A.D

20:00
START-UP
+ AWKWARD
+ Maja Božović
+ Malaysia Talents

PUBLICITY IN MEDIA
/ Media Campaign

11KOCEK.CZ
AHA
BLESK
BRAVO GIRL!
BLESK.CZ
CITY LIFE MFD
COSMOPOLITAN
ČTK
ČESKÁ TELEVIZE
ČESKÝ ROZHLAS
DÁMA
DOLCE VITA
DIVA.SK
E15
ELLE
ESPRIT LN
EKONOM
EURO
ELLE.CZ
FASHIONSTARSTV.CZ
FASHION SPACE TV
FASHION TV CZ&SK
FORMEN
GLANC
HARPER'S BAZAAR
HOSPODÁŘSKÉ NOVINY
CHECKCZECHFASHION.CZ
ILUXURYLIFE.CZ
ICONIQ.CZ
INFORMUJ.CZ
INSTYLE STAJL.SK
JEN PRO ZENY.CZ
KRASNA.CZ
KVĚTY
LIDOVÉ NOVINY
LUXURY GUIDE
MAUDHOMME.CZ
MARIANNE
MARIE CLAIRE
MARIE CLAIRE.CZ
MDLS.CZ
MOJE PSYCHOLOGIE
MLADÁ FRONTA DNES
ONA.IDNES.CZ
ONA DNES MFD
ONE
PRÁVO
PRIMA-STYLE.CZ
PRAGUE EXCLUSIVE MAGAZINE
PRAŽSKÝ DENÍK
PRIMA TV
PRIMA-ZENY.CZ
PROČ NE?!
PROTISEDI.CZ
PROZENY.CZ
RADIO CITY
REFLEX
STAJL.SK
STORY
SUPER.CZ
SUPER TV
STYLE MAGAZINE.CZ
TOP CLASS
TÝDEN
TYDEN.CZ
TV ÓČKO
TV METROPOL
VEČERNÍ PRAHA
VLASTA
WORN.CZ
XANTYPA
ZEN MAGAZÍN
ZENA-IN.CZ

Mercedes-Benz
PRAGUE FASHION
WEEKEND 2013
Dovolujeme si Vás pozvat na vyjimečnou příležitost
vyslechnout si osobní příběh
PŘEDNÁŠKU
PROFESORA
JIMMY CHOO
neděle 22. 9. 2013 12.00
Ateliér Liběny Rochové prostor VŠUP

Mercedes-Benz
PRAGUE FASHION
WEEKEND 2013
Dovolujeme si Vás pozvat na oficiální afterparty
You are cordially invited to the official afterparty
MBPFW 2013
AFTERPARTY
21. 9. 2013 | 21:00 | SaSaZu
FASHION ISLAND | LUXURY SWIMWEAR
MISS ČR 2013 GABRIELA KRATOCHVÍLOVÁ A DALŠÍ
DJ BRIAN | DJ LUMIERE
By:
SaSaZu Prague | Bubenské nábřeží 306/13, 17004
Prague Holešovice | Czech Republic
Tato pozvánka platí pro dvě osoby a po potvrzení účasti
opravňuje ke vstupu do VIP prostoru.
This invitation is valid for two persons to the event and to the VIP zone.
RSVP: karina@starscom.cz

Mercedes-Benz
PRAGUE FASHION
WEEKEND 2013
Dovolujeme si Vás pozvat na fashion show prezentující kolekci
You are cordially invited to fashion show presenting the collection
Opening Ceremony
19. 9. 2013 | 15:00
MBPFW fashion stage, Pařížská, Praha 1
Prosíme o potvrzení Vaší účasti co nejdříve to bude možné, nejpozději však do 13. 9. 2013.
Tato pozvánka neslouží jako vstupenka. Vstupenky na konkrétní místo Vám budou doručeny na
základě potvrzení Vaší účasti, ano ho si je můžete po předchozí dohodě vyzvednout u GUEST
SERVICE při vstupu do fashion stanu v Pařížské ulici.
We kindly ask you to confirm your participation as soon as possible, but no later than by
September 13, 2013.
This invitation is not valid as entrance ticket. Your tickets will be issued and sent to you upon
your confirmation. You can also pick them up after previous agreemant at GUEST SERVICE desk
directly at our fashion tent at Parizska street.

22.9.
PRAGUE FASHION
WEEKEND 2013
TEQUILA

PRAGUE FASHION
WEEKEND 2013

Mercedes-Benz
PRAGUE FASHION
WEEKEND 2013
STARS.CZ
www.fashionweekend.cz

Mercedes-Benz
PRAGUE FASHION
WEEKEND 2013
16. – 22.9.

"Prague Fashion Weekend to introduce more than 30 fashion designers in September"

/ web LIDOVKY, June 19, 2013 /

www.lidovky.cz/zarijovy-prague-fashion-weekend-predstavi-pres-30-navrharu-pae-/design.aspx?c=A130618_195546_ln-bydleni_ml

"FASHION SPECIAL Mercedes-Benz Prague Fashion Weekend 2013, September 2013"

/ web www.zeny.iprima.cz, September/2013 /

zeny.iprima.cz/specialy/modni-special-prague-fashion-weekend-2013

"Prague Fashion Weekend has delighted me with its goal and the idea to support Czech fashion designers and introduce works of art to a broader audience as well as to potential buyers."

/ Kateřina Geislerová, fashion designer, 17. 9. 2013 MF DNES citylife /

“From September 18 to 22, Prague will host a generous celebration of fashion, the Prague Fashion Weekend. It is nice to note that this time, the catwalks will be joined not only by professional models but also by women with ‘normal’ sizes and shapes – for the collection of Ivana Follová, which will take place on September 20, 2013, Marianne.cz looked for models with female curves…”

/ Marianne magazine, September 2013 /

“After last year’s successful campaign featuring Simona Krainová, the torch was now passed on to the Slovak top model Viera Schottertova…”

/ E15 daily, July 1, 2013 /

“Mercedes-Benz Prague Fashion Weekend places emphasis on the support and presentation of Czech fashion designers and brands. In the elegant fashion tent located in Pařížská you can not only expect a programme dedicated to fashion but also to design and arts, accompanied by panel discussions and workshops…”

/ Marie Claire magazine, 10/2013 /

"…Jimmy thanked for the opportunity to come to Prague and to view and enjoy not only fashion but also the atmosphere of Prague. 'I've been here just for a few days but I already know that this city is my home. I fell in love just as I did long time ago with London. And I fell in love with you Czechs as well. You are really natural, warm-hearted, and incredibly creative. This is something I like."

/Story magazine, October 2012/

"Four reasons to visit Mercedes-Benz Prague Fashion Weekend:

1. The Tombolini brand will conquer Prague
2. A battle of Prague concept stores
3. Special guest Jimmy Choo
4. Loads of fashion shows"

/ Petr Jansa, City Life print, September 17, 2013, MF DNES /

"Jimmy Choo kept his fingers crossed for the models"

/ web iprima.cz, September 22, 2013/

www.style.iprima.cz/celebrity/jimmy4choo4drzel4modelkam4palce

"The creator of the most expensive ladies' shoes, Jimmy Choo, was ecstatic about Prague; his daughter about the most famous Czech designer."

/ www.super.cz, September 28, 2013 /

www.super.cz/2091193autor3nejdrazsich3damskych3bot3jimmy3choo3byl3z3prahy3nadseny3jeho3dcera3zase3z3nejslavnejsiho3ceskeho3navrhare.html

"JIMMY CHOO IN PRAGUE!"

/ ELLE, June 18, 2013 /

www.elle.cz/moda/novinky/jimmy7choo7v7praze!

"This year, Prague Fashion Weekend joined the global network of Mercedes-Benz fashion weeks. Mercedes-Benz Prague Fashion Weekend has thus significantly strengthened its position and is announcing the first star fashion designer who accepted the invitation to come to the Czech Republic – Jimmy Choo. In Prague, Jimmy Choo will support young designers, accompany the winner of Mercedes-Benz Stylo Awards Kuala Lumpur, and take over the patronage of one of the accompanying activities of this fashion event."

/ ICE magazine, summer 2013 /

"Jimmy Choo was invited to the Prague Fashion Weekend by the event director Janina Šlemínová in order to support young designers."

/ Story print, October 7, 2013 /

Mercedes-Benz Gala Fashion Night

"More than 50 fashion designers, brands and art schools take part in the Mercedes-Benz Prague Fashion Weekend, which will take place from Wednesday to Sunday in Prague. The event will be joined by the well-known fashion designer Jimmy Choo; Czech designers will be represented, e.g., by Jakub Polanka, Ivana Follová, Kateřina Geislerová or Hana Havelková. Visitors can look forward to a total of 45 fashion shows."

/ www.tyden.cz, September 18, 2013 /

www.tyden.cz/rubriky/relax/moda9a9styl/novou9modu9i9tradici-9predstavi9prague9fashion9weekend_283051.html

"PRAGUE FASHION WEEKEND 2013 TO DISCLOSE ITS SECRETS

This year, there will be two interconnected tents in Pařížská – the first one serving as an entry zone and spacious fashion lounge for networking and relaxing. The second tent will provide enough space for the main catwalk and 600 visitors. And last bud not least, the most important news! Jimmy Choo will come to Prague and visit the MBPFW, arriving as an ambassador of Mercedes-Benz STYLO Kuala Lumpur and additionally leading one of the accompanying events at MBPFW."

/ www.marieclaire.cz, June 11, 2013 /

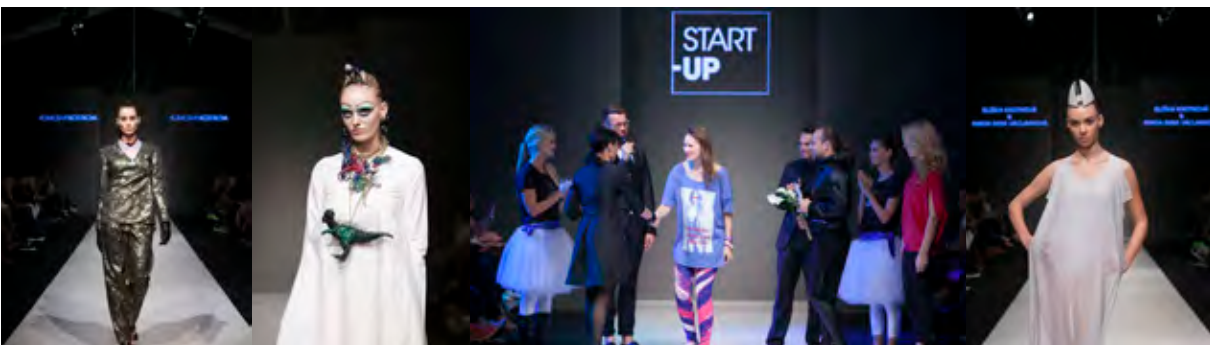
www.marieclaire.cz/moda/prehlidky/3450-prague-fashion-weekend-2013-odhaluje-sva-tajemstvi/

"A part of the programme is dedicated to the young generation of upcoming fashion designers. Also this year, Mercedes-Benz Prague Fashion Weekend will host a competition for young fashion designers titled START-UP.
It is a prestigious fashion contest for students and fresh graduates of fashion and art schools in the Czech Republic and Slovakia. The competition is thematic – for the year 2013 the announced central topic is Point of Birth."

/ www.protisedi.cz, June 7, 2013 /

http://www.protisedi.cz/article/modni-navrhar-jimmy-choo-se-ucastni-prague-fashionweekend-2013

THE WINNER OF THE START-UP 2013 COMPETITION IN THE CLOTHING CATEGORY IS MARKÉTA MARTIŠKOVÁ, CURRENTLY A STUDENT AT THE ROYAL ACADEMY OF FINE ART AND DESIGN IN ANTWERP. THE FASHION ACCESSORY CATEGORY WAS WON BY MARKÉTA ŠOHAJOVÁ, A STUDENT AT THE ACADEMY OF ARTS, ARCHITECTURE AND DESIGN IN PRAGUE, PURSUING A DEGREE IN CLOTHING AND FOOTWEAR DESIGN.



Louboutin & One magazine Party

“PRAGUE TO ENJOY AN INTERNATIONAL FASHION WEEKEND Prague is currently living under an unusual battle with regards to the best and most cosmopolitan fashion week. On Wednesday September 18, the Mercedes-Benz Prague Fashion Weekend has been launched. It’s already the second event of its kind in the past two weeks; and, at the same time it is more extensive and more important. Contrary to the first event, it will offer a programme packed with Czech fashion.”

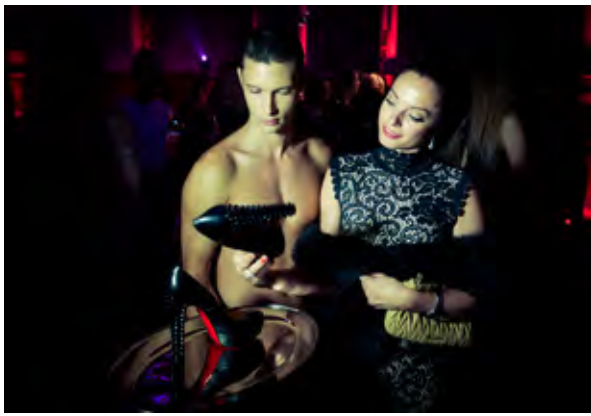
/ www.zen.e15.cz, September 20, 2013 /

http://zen.e15.cz/krasohled/praha5zazije5svetovy5modni5viken-d51022695!Praha zažije světový módní víkend

“FOLLOW MERCEDES-BENZ PRAGUE FASHION WEEKEND 2013 ON-LINE Should you have no possibility to visit the Prague event in person, don’t worry! You can always join it at least virtually through a live stream.”

/ web ELLE, September 19, 2013 /

http://www.elle.cz/moda/novinky/sledujte9mercedes9benz9pragu-e9fashion9weekend920139on9line!



"FOR A GOOD CAUSE …
MBPFW SHOPPING BAG
The MBPFW that is to be held in Prague from September 18 to September 22, 2013 will offer the opportunity to purchase this charitable shopping bag. How can you help, and who will benefit from your purchase? From every bag sold, CZK 100 will be donated to the Impuls charitable foundation, whereby the price of the bag is CZK 350. The foundation supports projects aiming to provide comprehensive and quality treatment for multiple sclerosis. Will you help as well?"

/ MARIE CLAIRE print, 10/2013 /

"ELLE & MBPFW ANNOUNCE A CONTEST FOR YOUNG PHOTOGRAPHERS
Mercedes-Benz Prague Fashion Weekend 2013 in cooperation with the ELLE magazine announces a contest for young photographers titled ELLE Fashion Photo Award. The competition offers promising photographers and bloggers the opportunity to promote their work as well as their personal brand."

/ www.elle.cz, August 10, 2013 /

http://www.elle.cz/moda/novinky/elle6mbpfw6vyhlasuji6soutez6pro6mlade6fotografy!

SONY
Canon

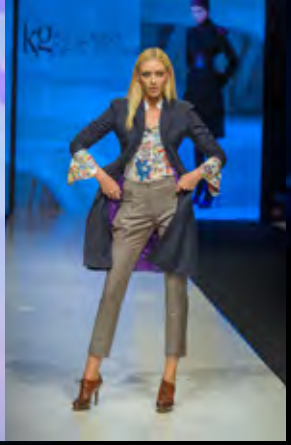
REDKEN
REDKEN
SONY
SONY

DECOLAND
ZEN
ZEN

Iconia
Iconia
INTERCONTINENTAL
MAYBELLINE
PRAGUE FASHION WEEKEND 2013

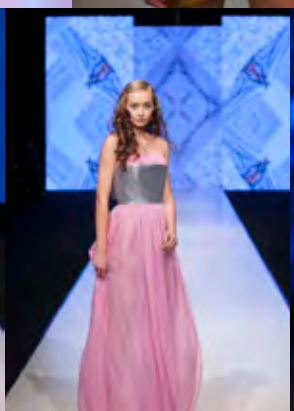
ALEŠBÁRY / AWKWARD / BOHEME HANA STOCKLASSOVÁ / DKNY / DUSNI3 /
/ CHATTY / IVANA FOLLOVÁ / IVANA KAŇOVSKÁ / JAKUB POLANKA / JAN ZE
JIRI KALFAR / JOVIAN MANDAGIE / LENKA ŠTĚPÁNKOVÁ JSEM / KATEŘINA GE
SAFR / LIST / MAGDA VACHUNOVÁ / MAJA BOŽOVIĆ / MARCEL HOLUBEC
SONTAG / MIRKA HORKA / MIRKA TALAVAŠKOVÁ / NATÁSHE NATALIA CHKH
PIETRO FILIPI / PRAGUE FASHION SALON / S.OLIVER / SHARKA BOSAKOVA
STANĚK / TEREZA VU / THE ADDRESS IDEA / TIQE BY PETRA BALVÍNOVÁ / T
ATELIÉR MÓDNÍ TVORBY PAVLA IVANČICE / VYŠŠÍ ODBORNÁ ŠKOLA ODĚVN

/ ETHER / FASHION ISLAND / FRANK & CO / HANA HAVELKOVÁ / HUGO BOSS
MAN / JANA MINAŘÍKOVÁ / JAROSLAVA PROCHÁZKOVÁ / JINDRA JANSOVÁ /
EISLEROVÁ / KRÁLOVÁ_DESIGN / LA FEMME MIMI / LEO MACENAUER / LIBKA
W. / MARKO LOPATIĆ / MARTIN HAVEL / MARTINA NEVAŘILOVÁ / MICHAEL
HIKVADZE / ODIVI / ORSOLYA CSÍK / PETRA PTÁČKOVÁ / PHUNA BOON YI /
A / SIMPLE CAROLLINUM CONCEPT STORE / START-UP / STINAK VLADIMÍR
OMBOLINI / VA VA VOOM / VERONIKA BENEŠOVÁ / VIKTORIA VITTORI / VŠUP
NÍHO NÁVRHÁŘSTVÍ V PRAZE / ZOFIE ANGELIC / ZUZANA KUBÍČKOVÁ

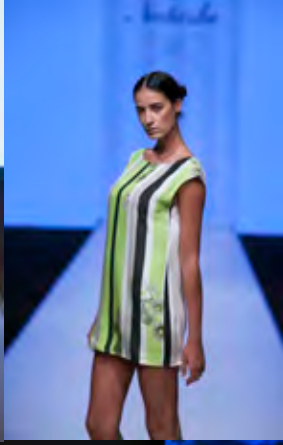
TVORBY


ZK
ZUZANA
KUBÍČKOVÁ

JINDRA JANSOVÁ

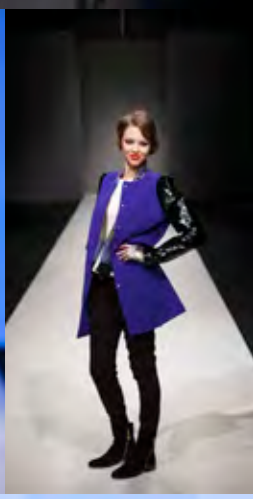
JIRI KALFAR


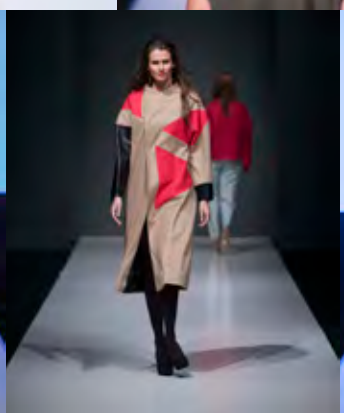
KRALOVA_HOMME



MARKO.IM

ether





ACCOMPANYING PROGRAMME

Mercedes-Benz
PRAGUE FASHION WEEKEND 2013

DESIGN SUPER-MARKET

WEDNESDAY

18/9

STUDIO designSUPERMARKET
Štenců dům
Salvátorská 8, Prague 1

19:00
Opening Party STUDIO designSUPERMARKET
videos and documentaries from past editions of Prague Fashion Weekend and Shooting Fashion Stars

Kavárna CAFFEINE
Dukelských hrdinů 407/26
Prague 7

19:00
Leo Macenauer
fashion show

THURSDAY

19/9

STUDIO designSUPERMARKET
Štencův dům
Salvátorská 8, Prague 1

12:00
BE ORIGINAL & BE INSPIRED
workshop of unique craft adjustments of vintage fashion products hosted by Eugenio Bramerini from THE ADDRESS IDEA

20:00
MODESCHAU VIDEO SELECTION
dance and music in fashion films, music videos

FRIDAY

20/9

STUDIO designSUPERMARKET
Štencův dům
Salvátorská 8, Prague 1

12:00
THE 'S' FASHION
Fashion industry and sustainability - ethical fashion - a sustainable fashion product, discussion forum hosted by Kamila Boudová

17:30
Jana Minaříková
fashion show

18:30
Mayda
Magda Vachunová
fashion show

19:30
Jan Zeman
fashion show

20:00
MODESCHAU VIDEO SELECTION
Fashion, film and video
Awkward, Daaria Makeeva, Michaela Čapková, LaFormela, Martina Špetlová, LEEDA

SHOWROOM NAVARILA
E. Krásnohorské 4/11
Prague 1

19:00
NAVARILA cocktail

BOSS Store
Na Příkopě 6
Prague 1

20:00
HUGO BOSS cocktail

SATURDAY

21/9

STUDIO designSUPERMARKET
Štencův dům
Salvátorská 8, Prague 1

12:00
WORKSHOP TRADICE A JEJÍ INOVATIVNÍ VYUŽITÍ V SOUČASNOSTI
traditional crafts, technological processes and their revival in present modern technology
- Josef Ťapťuch
- Alice Klouzková

15:00
WORKSHOP NÁVRAT K TRADICÍM
MOLO7 presents a workshop with leading Czech designers
- Kristýna Javůrková
- Lucie Kutálková (Leeda)
- Ela Jediová

20:00
MODESCHAU VIDEO SELECTION
selection from sections:
- fashion, dance and music
- fashion film and video

La Gallery Novesta
E. Krásnohorské 9
Prague 1

19:30
Fashion Shake Kateřiny Geislerové

SUNDAY

22/9

STUDIO designSUPERMARKET
Štencův dům
Salvátorská 8,Prague 1

18:00
MODESCHAU VIDEO SELECTION
selection from sections:
- fashion, dance and music
- fashion film and video

STUDIO designSUPERMARKET

VENUE

For the first time designSUPERMARKET project was connected directly with Mercedes-Benz Prague Fashion Weekend. It took place in the unique historic location of Štencův dům (Štenc House) in Salvátorská – just a stone's throw from Pařížská, the venue of the Mercedes-Benz Prague Fashion Weekend 2013 main programme.

Thanks to STUDIO designSUPERMARKET the public could enter an unrivalled architectural monument from the first half of the 20th century.

DESIGN SUPER– MARKET

PROGRAMME

– showroom full of Czech fashion and jewellery on display and available for purchase

– a selection of 30 brands in one place

– fashion shows of Czech designers

– professional workshops

– Modeschau video selection – evenings of videos with commentary showcasing the Czech fashion landscape of 2013

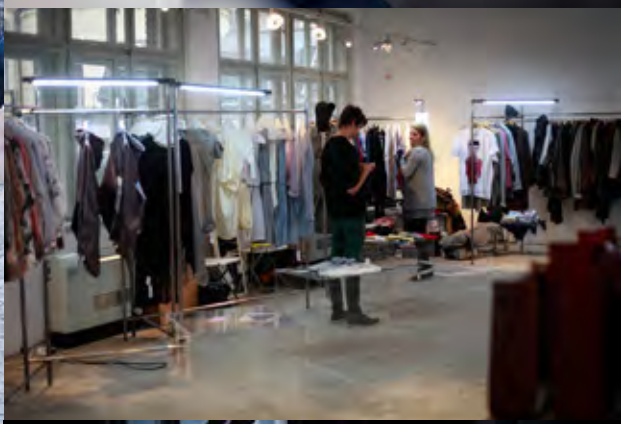
www.facebook.com/events/605384972845368

– exhibition of ELLE Fashion Photo Award finalists

– café with an outside terrace and a book shop

"...STUDIO designSUPERMARKET, which is the official accompanying programme of the Mercedes-Benz Prague Fashion Weekend 2013. The exclusive premises in the historical centre of Prague offers you the possibility to visit a showroom of Czech fashion and design with items available for purchase as well as an attractive programme."

NOLO7



STUDIO
designSUPERMARKET

FASHIONPOLICE

commented by blogger Sandra Kisić / www.booneedsnewshoes.com

Every morning, our journey began in Prague in our Mercedes-Benz A-Class bearing a special leopard design. Then, we either stayed in Prague or went to another Czech city, e.g. České Budějovice (a city in Southern Bohemia) to scout for dressed up people. Almost everyone who passed by our "leopard" put a smile on their face and at least half of them also took a photograph of it. And the ones who grabbed our attention by their style were photographed by us – provided they let us, of course :) As a reward, they have received our PFW Fashion Guide, an issue of the Luxury magazine and the neatly designed Fashion Police leopard badge. The photographs were then uploaded onto the official Mercedes-Benz Facebook Page. Fans could then "like" the pictures, and an expert jury voted every day for the best one from the 15 people presented every day. The very best were then invited also with their partners to the PFW gala evening, which was the highlight of the entire initiative. Before that though, they had to join the official announcement in Zlatá Praha (a bar and restaurant at Inter-Continental Prague) where a cocktail party joined by Jimmy Choo took place.

"A number of people, especially women, felt honoured to be chosen. Others didn't want to trust us and hoped we will not present them as wrong examples in some tabloid magazine. But we have really chosen just the good ones, you have to believe us!"

The final winner was Sirin Abed, impressing us with her unique style as well as natural beauty. The prize, which was a voucher for the use of our leopard car for a weekend, was presented by Janina Šlemínová and Radovan Chrz. Also Jimmy Choo seized the opportunity to congratulate the winner in person, and also joined the following photo session.

215 photographs of people taken | **6** cities | **8** best ones came to Prague to join a unique meet and greet with Jimmy Choo

STARS

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POLICE

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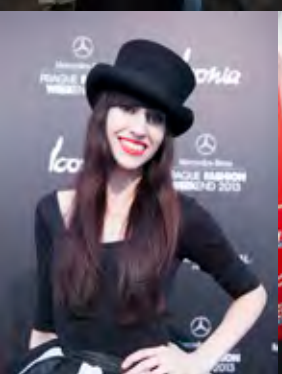
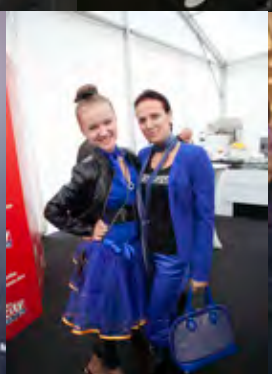

Mercedes-Benz
AGUE FASHION
EEKEND 2013

KRÁLOVÁ_DESIGN / LA FEMME MIMI /
ACHUNOVÁ / MAJA BOŽOVIĆ / MARCEL

Mercedes-Benz

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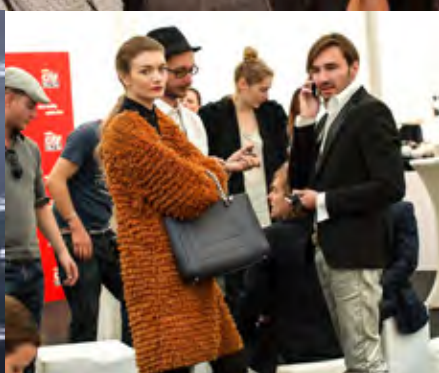

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PRAGUE **FASHION** **WEEK**END 2013

The organisers of the event would like to thank all business partners, distinguished investors, professional suppliers and everyone contributing to the success of Mecedes-Benz Prague Fashion Weekend 2013.

ORGANISING TEAM:

CEO:	Janina Šlemínová	Choreography Assistant:	Jan Průša
Art Director:	Olo Křížová	Make-up:	Margita Skřenková and Maybelline
CCO:	Pavlína Ayöz Budkovská	Hairstyle:	Mirka Hajdová and REDKEN
PR:	Zita Vinšová		
Guest service:	Tereza Tichá	Campaign Visual – Photography:	Matúš Tóth
VIP service:	Zuzana Poláčková	Model:	Viera Schottertová
Production:	Ondřej Vaněk	Photographers:	Marek Costey
Print production:	Hanina Větrovcová		Berniece Tahmindjis
Project Assistant:	Vilma Pařenicová	Graphic Design, Campaign Visuals:	Studio DRAWetc.
STUDIO designSUPERMARKET		Graphic Design/DTP:	František Marek
production:	Darina Zavadilová	Producer:	stars communication
Choreography and Fashion			www.stars.cz
Show Styling:	Olo Křížová | Palo Kršiak		

Special thanks to Václav Dejčmar.

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