#MBPFW

Mercedes-Benz Prague Fashion Weekend 2014 Final Report

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Vision / Mission

Visions:

The promotion of top Czech fashion and design home and abroad.

Mission:

#MBPFW is a business, cultural and social event organised and inspired by around the world fashion weeks. We support local creativity, connect art and business, while creating a platform for a systematic presentation of Czech designers in compliance with world fashion industry standards.

Secondly, we use media to bring Czech designers' creativity closer to the public; thus supporting the perception of fashion as applied art, and furthermore using it as a means to express one's own individuality.

OBSAH

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Facts

5 days,
4 days full of
fashion shows

27 of the best Czech
fashion designers

4 students from the
most prestigious
fashion university
- Central Saint
Martins – University
of the Arts, London

22 fashion
shows

15,000 visitors
(70 % professionals,
30 % public)

10 of the youngest
talents from the RED CUT
by Aukro workshop led
by Liběna Rochová

1 Opening Cocktail
with the Tom Ford
brand installation
in the Four Seasons
Hotel Prague lobby

12 side events, including
boutiques selling Czech
fashion, design shops,
and cultural institutions
participated this year.

12 official international
guests, including the
distinct persons such
as Zombie Boy and
Pandemonia, buyers and
the press

2 official parties: luxury jewellery
brand Shamballa Jewels party, and the
most stylish party of the season – the
Blue Paper magazine party

Dates:
3——7 September
2014

Location:
Fashion Temple
Faculty of Law,
Charles University

Content:
Select program, the
best Czech fashion
designers together
with established
brands and fashion
houses such as Tom
Ford or Shamballa
Jewels.

Key Words:
fashion, creativity,
culture, art, business,
society, networking,
parties, experience

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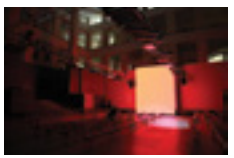
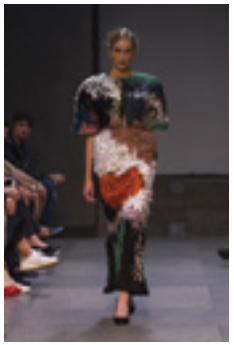
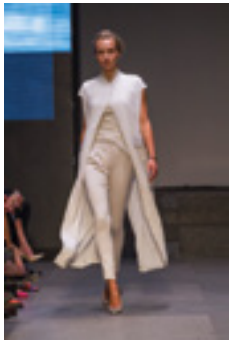
Concept

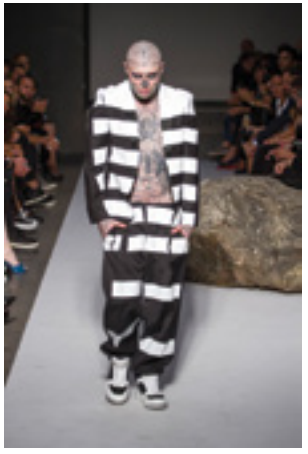


The unique #MBPFW 2014 concept was set by the project's new director Lukáš Loskot. The objective is to restart Czech fashion design and to self-confidently present local creativity within a fashion event of no provincial character. The crucial changes include:

[1] creation of the graceful Fashion Temple in the historical building of the Faculty of Law, Charles University

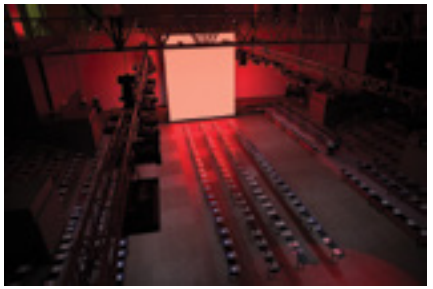


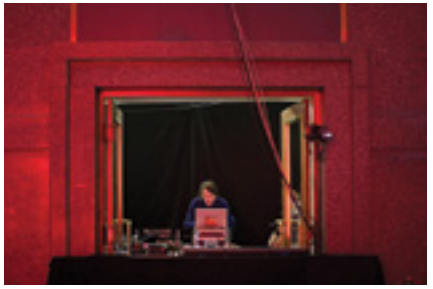




[2] **strict curator selections of the best Czech designers, from students who have just finished school, to stars such as Jakub Polanka, Ivana Mentlová, Klára Nademlýnská, Chatty or Zuzana Kubíčková**

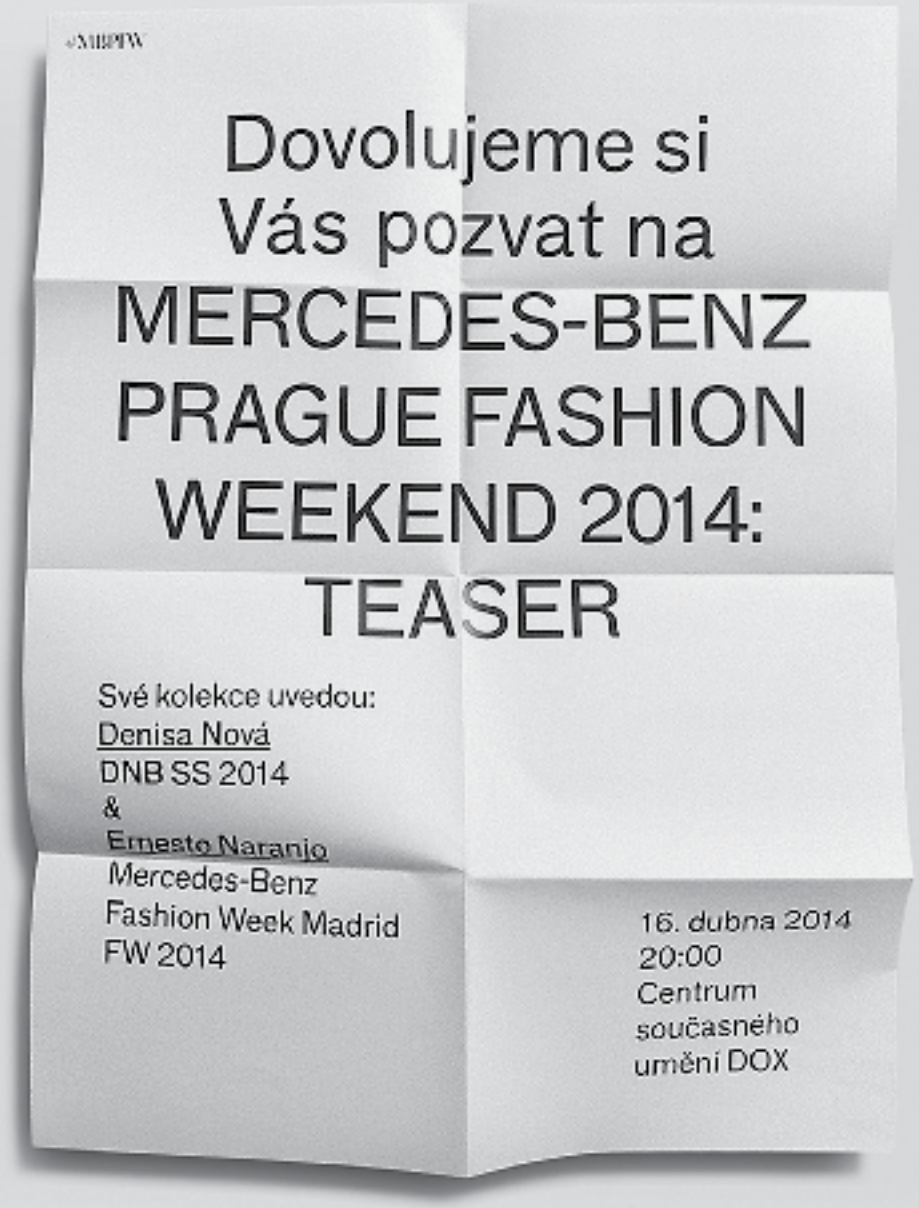
[3] **presenting collections six month in advance, which is necessary in order to include Czech designers in the world fashion business**

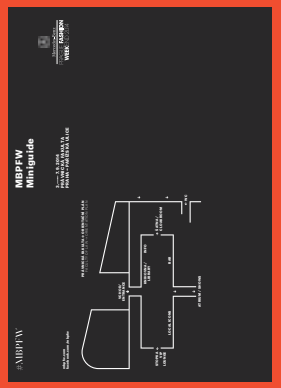




[4] connecting different art disciplines following the lead of fashion shows in Paris or Milan

[5] creating a vast web database of designers and locations





6 a progressive visual identity

7 the accompanying magazine; Blue Paper

is published twice a year as an independent title about fashion, art, and culture, as well as third special MBPFW edition. It is distributed free of charge into design shops, galleries and cafés.

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International Guests

An invitation to Prague was accepted by a number of VIPs. The first is the tattooed Canadian model Zombie Boy famous for his campaigns for great fashion houses as well as his part in Lady Gaga's music video.

The British conceptual artist Pandemonia, who likes to shock the crowd at world fashion weeks and cultural events by using his image of a comic book character made of latex; also came to see the fashion shows.

#MBPFW was the first Czech event of its kind in history attended by representatives of international press, buyers and other figures from the world of fashion. The invitation was accepted for example by: Doshaburi from Barcelona, Temporary Showroom from Germany, British Primitive London, as well as the representative of the Danish talent agency Muuse. Stefan Siegle, the founder of a cult server supporting young designers called NOTJUSTALA BEL. com, shared his experience with designers as well as the public.

It was a unique opportunity for Czech designers to come into closer contact with real fashion business. For example, Petra Ptáčková received an offer. Tereza Rosalie Kladošová, while Martina Špetlová and Pavel Berky began negotiations with international guests.

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Main Program

All shows and Blue Paper Party:
Faculty of Law UK
náměstí Curieových 7
110 00 Prague 1

Tom Ford by Pařížská 18 Opening Cocktail:
Four Seasons Hotel Prague
Veleslavínova 1098/2a
110 00 Prague 1

Shamballa Jewels by Carollinum Party
Cantinetta Fiorentina
Pařížská 17
110 00 Prague 1

	WEDNESDAY 3/9/2014	THURSDAY 4/9/2014
11:30		
13:00		
14:30		
16:00		AWKWARD
17:30		PIETRO FILIPI SILVERLINE BY IVANA MENTLOVÁ
19:00	TOM FORD BY PAŘÍŽSKÁ 18 OPENING COCKTAIL @ FOUR SEASONS HOTEL PRAGUE BY INVITATION ONLY	KATEŘINA GEISLEROVÁ
21:00		DOLCE VITA PRESENTS: CENTRAL SAINT MARTINS (LONDON, UK) CURATED BY MARIA KOHUTIK FOLLOWED BY DOLCE VITA COCKTAIL BY INVITATION ONLY
PARTY		SHAMBALLA JEWELS PARTY BY CAROLLINUM @ CANTINETTA FIORENTINA (19:00) BY INVITATION ONLY

FRIDAY 5/9/2014	SATURDAY 6/9/2014	SUNDAY 7/9/2014
		JANA MIKEŠOVÁ - MIK / PAVEL BERKY
	ETHER	TEREZA ROSALIE KLADOŠOVÁ / TEREZA LEDVINOVÁ
STINAK VLADIMIR STANEK	TIQE BY PETRA BALVÍNOVÁ	JINDRA JANSOVÁ
KAROLÍNA JUŘÍKOVÁ / ANTONIN SIMON	LAFORMELA	ODIVI
PETRA PTÁČKOVÁ	CHATTY	ZUZANA KUBÍČKOVÁ
MARTINA ŠPETLOVÁ	BORIS HANEČKA	LAY SEDLÁKOVÁ / MIRO SABO
JAKUB POLANKA BY INVITATION ONLY	MERCEDES-BENZ NIGHT PRESENTS: KLÁRA NADEMLÝNSKÁ & DANIELA PEŠKOVÁ BY INVITATION ONLY	RED CUT BY AUKRO UNDER THE PATRONAGE OF UMPRUM IVANA KAŇOVSKÁ MARKÉTA MARTIŠKOVÁ MARKÉTA ŠOHAJOVÁ BY INVITATION ONLY
BLUE PAPER PARTY SPECIAL DJ GUEST ZOMBIE BOY (23:00–03:00) IN COOPERATION WITH CAVIAR TICKETS AT THE DOOR		

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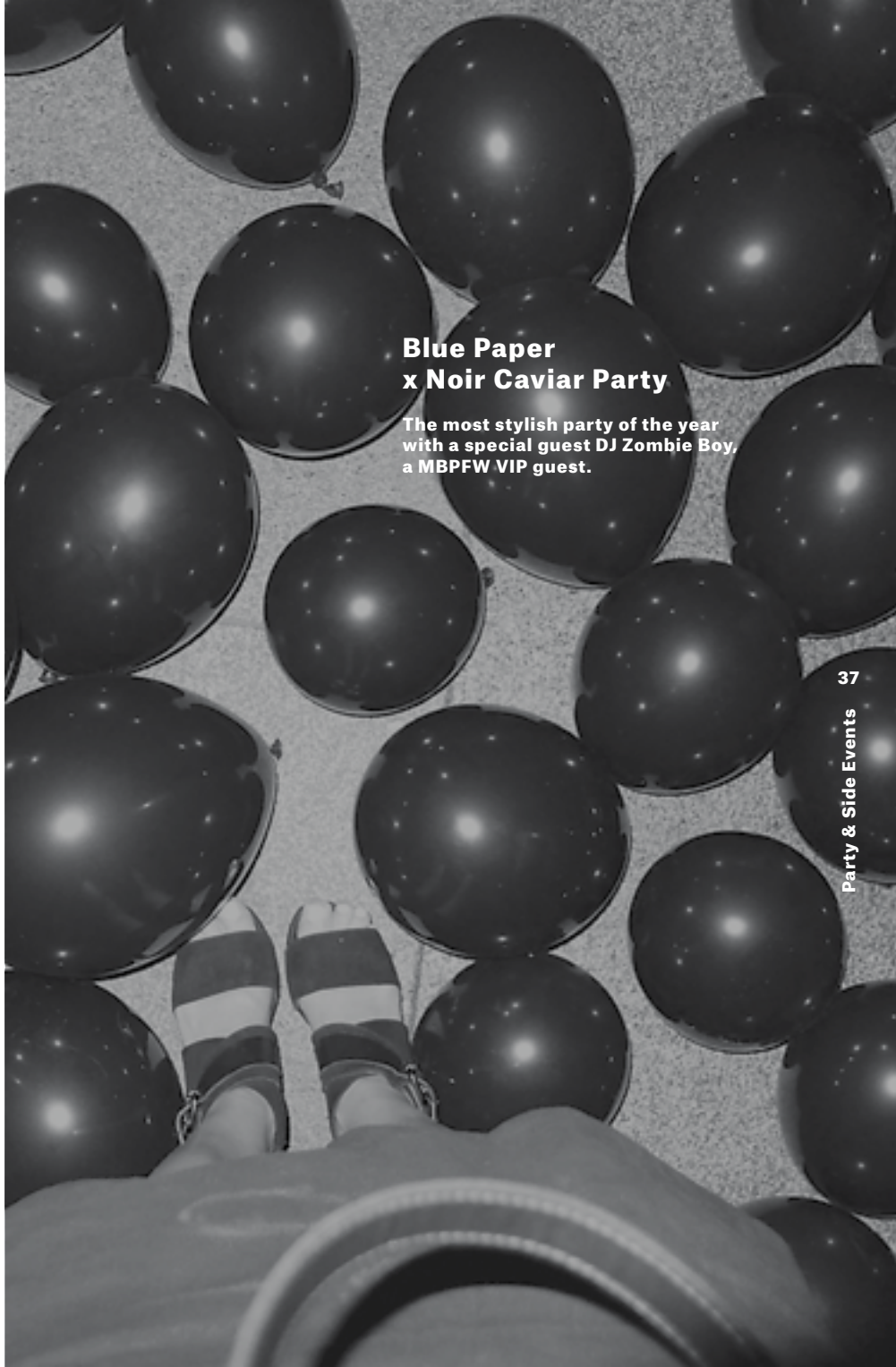
Party & Side Events

Tom Ford by Pařížská 18 Opening Cocktail & Lounge at The Four Seasons Hotel Prague

Besides respected Czech names and young talents, MBPFW also provides space for established luxury brands thus covering the entire fashion spectrum.

Shamballa Jewels by Carollinum Party Cantinetta Fiorentina restaurant in Pařížská street

The party of the year by Shamballa Jewels, a luxury jewellery brand, exclusively represented by Carollinum in the Czech Republic, was also attended by the brand's founder Mads Kornerup. He is in the photo on the left with the Carollinum owner Tamara Kotvalová.



Blue Paper x Noir Caviar Party

The most stylish party of the year with a special guest DJ Zombie Boy, a MBPFW VIP guest.

INFORMAL COCKTAIL PARTY AT THE 9TH INSTALLATION LAUNCH AT KURATOR

Description: Launch of the 9th Kurator conception's installation, which exclusively introduced the newest collection 'Ivon Bvaia' by Jindra Jansová and a special minicollection 'St. Gerda' by the About brand created by Anna Cichá and Radka Hortová. There were also jewels by Andres Gallardo, Zorya, VLUM or Kateřina Reichová. The 9th installation took place from 1 September to 5 October 2014.

Date: 1 September 2014, 17.30 – 21.00
Location: Kurator, Karolíny Světlé 17, Praha 1
www: www.kurator.cz

STEFAN SIEGEL : CREATIVE ENTERPRENEURSHIP AND DIGITAL THINKING

Description: The founder and CEO of the NOT JUST A LABEL server Stefan Siegel has lead a unique workshop on entrepreneurship in a creative field. During a 3-hour lecture, he demonstrated how to make use of digital environment, and presented an introduction to the future of the luxury, as well as showed specific case studies on the successful sale of young brands.

Date: 3 September 2014, 16.00 – 19.30
Location: Wayra, Václavské náměstí 3, Praha 1
www: www: bit.ly/NJAL_MBPFW

OPENING COCKTAIL AND INSTALLATION AT CZECH LABELS & FRIENDS

Description: An introduction of a special sale installation of MBPFW designers' collections and independent European and American sustainable brands, which appeared on the Czech-Slovak market for the first time. A part of Czech designers introduced luxurious limited editions. The installation was opened daily between 10.00 and 20.00.

Date: 2 September 2014, 18.00 – 21.00
Location: Czech Labels & Friends, Železná 12, Praha 1
www: www.fashion-map.cz, facebook.com/CzechLabelsAndFriends

19/21 AFTERWORK DRINKS

Description: A traditional event held in a space to meet and mingle with members of the Prague creative community. Due to cooperation with local galleries, museums, events, artists and other interesting persons – and now also MBPFW – these parties promise unique atmosphere found nowhere else in the city.

Date: 3 September 2014, 20.00 – 22.00
Location: the Emblem Hotel, Platnéřská 19, Praha 1
www: www.emblemprague.com

TOM FORD LOUNGE @ FOUR SEASONS HOTEL PRAGUE

Description: A unique Tom Ford models installation, which was created together with MBPFW's partner hotel the Four Seasons Hotel Prague, the project's curator was MBPFW's director Lukáš Loskot, and the installation was created by Czech designer Hana Frišonsová.

Date: 4–7 September 2014
Location: the Four Seasons Hotel Prague, Veleslavínova 1098/2a, Praha 1
www: www.fourseasons.com/prague

LOCAL ICONS

Description: LOCAL ICONS opening night, a new initiative to support the local clothing industry and its interaction with contemporary design. The installation introduced the production of six Czech factories with a long tradition in their respective regions, while producing authentic, quality, and timeless basics for your wardrobe.

Date: 4 –7 September 2014
Location: Faculty of Law, Charles University, Curieových square 7, Praha 1
www: www.localicons.cz

SPIRIT ARE YOU THERE? EXHIBITION + POP-UP SHOP

Description: Spirit are you there? The exhibition introduces the joined project by designer Monika Drápalová, and academic painter František Matoušek, connecting the art of painting and garment creation. Visitors were able to see as well as buy wearable pieces reflecting the authors' invention.

Date: 4–30 September 2014
Location: FOX Gallery, Křemencova 6, Praha 1
www: www.foxgallery.cz

FASHION TALK ROOM NO. 8 & NO. 9

Description: Professional workshops organized by the Czech Fashion Council. The 8th Fashion Talk Room, on the topic of 'Brand Identity', welcomed a special guest from Paris – Donald Potard, who participated in the founding of Jean Paul Gaultier brand and who remained there for 25 years as the CEO. He has been the head of fashion design at Paris College of Art since 2012.
Fashion Talk Room no. 9, directly following no. 8, has dealt with fashion and copyright. It was led by Zuzana Šimonovská and Martin Leskovjan, who specialize in fashion industry cases within their practices.

Date: 4 September 2014, 10.00 –12.00 and 13.00 – 14.00
Location: Faculty of Law, Charles University, Curieových square 7, Praha 1
www: www.czechfashioncouncil.com

CHECK CZECH FASHION SHAKE

Description: Check Czech Fashion project joined forces with La Gallery Novesta and prepared a party full of Czech fashion, great music and delicious refreshments. On the occasion of Check Czech Fashion Shake, Pavel Brejcha's and Hanuš Lamr's new collections were launched. Free admission.

Date: 4 September 2014, 17.00 – 21.00
Location: La Gallery Novesta, Elišky Krásnohorské 9, Praha 1
www: www.checkczechfashion.cz, www.facebook.com/LaGalleryNovesta

PRIVATE VIEW OF CUT CLUB #6/ LVMM SHOES (BERLIN, DE)

Description: A Launch of the newest exhibition of an irregular series balancing between fashion and art called Cut Club, which introduced the avant-garde Berlin brand LV MM. The designers responsible for the characteristic cork or foam platform heels with hand-made crochet socks and colourful platform heels are Valerie Farina and Arielle de Pinto. The exhibition was opened until 19 September every day except for Mondays from 18.00 to 22.00. Free admission.

Date: 5 September 2014, 18.00 – 22.00
Location: A.M.180 Gallery, Bělehradská 45, Praha 2
www: www.clubcutclub.tumblr.com

BREAKFAST WITH MIRO SABO AT PRAGUEKABINET GALLERY

Description: An informal meeting with the Slovak designer Miro Sabo, whose new collection presented at MBPFW 2014 was created in collaboration with praguekabinet gallery. Invitation only.

Date: 5 September 2014, 10.00 – 12.00
Location: praguekabinet, Platnéřská 13, Praha 1
www: www.praguekabinet.com

JEWELLERY NOVICES 'ZÁŘÍ'

Description: A private view of an exhibition of young Czech and Slovak jewellers and studios from Prague, Pilsner, Liberec, Bratislava as well as German Halle who support fresh graduates and students, whose work oscillates between free and applied art. The first issue of ZÁŘÍ magazine will also be launched there.

Date: 5 September 2014, 20:00 – 21:00
Location: Galerie Září, Heřmanova 33, Praha 7
www: www.facebook.com/galeriezari

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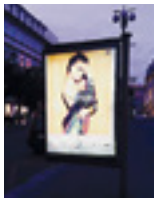
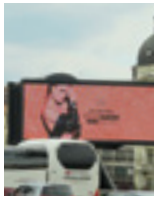
Commercial Campaign



65 CLV in Prague (August – September)



3 electronic billboards by the arterial road (July – September)

Over 10 advertising pages in titles of Mladá Fronta, Bauer Media Praha etc.
An advertising spread in Dash, a renowned British magazine.

Digital media: social networks (Facebook, Twitter, Instagram – the total of over 12,000 followers)

Total amount:
CZK 3,203,000,–

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Media

Lifestyle:
Dolce Vita, Elle, Harper's Bazaar, InStyle, Moje Psychologie, ONE

Dailies and Supplements:
the E15, ZEN, the Lidové noviny, the Hospodářské noviny, the Hospodářské noviny – Proč ne?!, Víkend; the Mladá fronta Dnes – City Life

Weeklies and Business Papers:
Respekt, Euro, Esquire

Social and Exclusive Titles:
Story, OK Magazín

TV Shows:
VIP News, Prásk

Online:
dolcevita.cz, e15.cz, elle.cz, style.iprima.cz, super.cz, blesk.cz, iconiq.cz, mdls.cz, iconiq.cz, iluxurylife.cz, invogue.cz, lidovky.cz, iHNed.cz, iDnes.cz, módní & beauty blogy

—

International Press:
Women's Wear Daily – WWD.com, Dash Magazine, Notjustalable.com, FuckingYoung.es, Slink Magazine

Total Coverage in Numbers Online & Offline:
279

Total Value:
CZK 23,816,291,–

“Today starts a crucial event devoted to clothing called Mercedes-Benz Prague Fashion Weekend (MBPFW).” - Františka Čížková
Blesk.cz
3 September 2014

“Jana Knauerová is this year’s face of Mercedes-Benz Prague Fashion Weekend, which takes place between 3 – 7 September in Pařížská street.” - ELLE
September 2014

“Rick Genest, who has become a catwalk celebrity not just because of his tattoos, came to Prague.”
- Lidovky.cz
12 September 2014

“Fashion Weekend has proven that it is possible to hold a relevant fashion show of contemporary talents here and that it is only a question of time when Prague becomes another stop for international buyers, the same as e.g. Stockholm.”
- Cake Czechoslovakia
11 September 2014

“It had been a Czech tradition to be a season behind when the world was watching collections for the coming spring and summer during the weeks of September. However, the Mercedes-Benz Prague Fashion Weekend project, newly headed by Lukáš Loskot, decided to change all that.” - iDnes.cz
5 September 2014

“The organizers aimed higher, not just introducing the wide public to the throbbing creativity of Martina Špetlová, Jakub Polanka, Petra Ptáčková and other designers; there was place for business in the front row too. It was represented during Prague fashion days by buyers from Berlin, London or Barcelona as well as by Stefan Siegel, the founder of the Not Just A Label platform.”
- the Hospodářské noviny
13 September 2014

“Further hope that the Czech scene might get finally noticed and visited – Mercedes-Benz Prague Fashion Weekend welcomed several buyers from Barcelona or Berlin as well as editors from London magazine Dash, who informed the world that there was more to us, not just Václav Havel, but also fashion.” - Respekt
41/2014

„Thanks to Mercedes-Benz Prague Fashion Weekend, we have been able to feel, for at least a while, that Prague is not just a grubby Cinderella sweeping up dust and picking up crumbs everyone else in the world has seen before.” - Elle editor-in-chief
Andrea Běhounková, Elle.cz
8 September 2014

“Apart from the very intensive main programme, which filled four full days with fashion shows, it is worth mentioning the rich and colourful side events including workshops and lectures under the auspices of Modeschau and Czech Fashion Council as well as sale pop-up exhibitions of Czech and international designers with independent as well as commercial platforms taking part.” - Český rozhlas
Radio Wave
9 September 2014

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MBPFW 2014 + Partners

MERCEDES-BENZ FASHION NETWORK
Prague Fashion Weekend joined the fashion week's network partnered by the German car factory in 2013 thus becoming a member of the same family as New York, London, Berlin or Madrid fashion weeks.

STOPKA VIP LOUNGE
The design furniture shop STOPKA created the lounge for celebrities, international guests and VIPs.

DOLCE VITA VS. CENTRAL SAINT MARTINS
The Dolce Vita magazine brought students from the most prestigious fashion university Central Saint Martins in London to MBPFW.

CAFE-CAFE BAR
The main bar at the Faculty of Law foyer and a small bar at STOPKA VIP LOUNGE were manned by the trendy Prague café Cafe-Café.

LASVIT LIGHTS INSTALLATION
The black bar at Fashion Temple foyer was decorated with a Jar RGB light by the famous Israeli designer Arik Levy.

RED CUT BY AUKRO
Aukro shopping website aimed its support at the youngest talents from the competition workshop led by Liběna Rochová.

PARTIES AT CANTINETTA FIORENTINA
The Italian restaurant in Pařížská street provided an exquisite space and catering for official parties as well as MBPFW international guests.

FOUR SEASONS HOTEL PRAGUE
The luxury hotel provided a 'temporal home' for international VIP guests and the Tom Ford models installation, whose launch coincided with the MBPFW Opening Coctail party.

MBPFW 2014 would not be possible without its partners who share its idealism and decided to support the values it represents. These partners and the format of their presentations naturally became a fully integrated part of the event.

KEVIN.MURPHY + MAC
Hair and make-up were taken care of by international teams with experience from fashion weeks from all over the world.

SHOES BY HUMANIC
Czech designers who do not produce their own shoes were offered solutions by the Humanic brand.

HAVEL, HOLÁSEK & PARTNERS
At Cantinetta Fiorentina restaurant, the well-known law firm supported the Shamballa Jewels party, the most luxurious party of the season. Shamballa Jewels are represented in the Czech Republic by the Carollinum company.

FLOWERS BY MARIO WILD
MARIO WILD FLOVERS flower studio decorated the Faculty of Law foyer with installations of unique flowers from all over Europe.

MLADÁ FRONTA – ZEN
The important Czech business title Euro and the lifestyle E15 supplement ZEN helped the public as well as VIP guests at the lounge or parties to pass time between shows.

NESPRESSO & MATTONI
The audience as well as the entire MBPFW team found refreshment as well as invigoration within Nespresso and Mattoni products.

A special thanks for support and patronage goes to Prague 1, UMPRUM and the Faculty of Law, Charles University.

Mercedes-Benz

GENERAL PARTNER

STOPKA
EXCLUSIVE LIVING

MAIN PARTNER

CZECHOSLOVAK
MODELS

MAIN PARTNER & PRODUCTION

dolcevita

MAIN PARTNER

Four Seasons Hotel Prague

Cantinetta Fiorentina

LASVIT

HUMANIC

aukro
Co nového? Všechno.

HAVEL HOLÁSEK | PARTNERS
advokátní kancelář

—PARTNERS—

MAKE-UP PROVIDED BY MAC

KEVIN.MURPHY
SULPHATE FREE. PARABEN FREE. CRUELTY FREE.

MARIO WILD FLOVERS

cafe ~ cafe

NESPRESSO

MATTONI

—SUPPLIERS—

Iconia

—NEWS & ONLINE PARTNER—

CZECH FASHION PHOTO

—PHOTO & VIDEO PARTNER—

PRAHA 1

—UNDER THE PATRONAGE—

UMPRUM

—PARTNER OF RED CUT BY AUKRO—

ZEN
MAGAZÍN

EVROPA 2

one
LIFESTYLE & FASHION MAGAZINE

MDLS

FASHION MAP
STYLE AND IDEAS

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