

Mercedes-Benz Prague FashionWeek

PRESS RELEASE

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Mercedes-Benz Prague Fashion Week FW21 will take place between 30 April and 6 May 2021 in the premises of the Prague Market in Holešovice. The grand opening will be held in the newly restored Šlechtova restaurant.

MBPFW has been making great effort over the last seven years to revitalise and cultivate important locations in Prague. It has become a tradition for the fashion shows to be held in different and often unexpected places. The venues usually do not have a very clear connection to fashion and are often places the public is not able to visit under normal circumstances or perceives them as having very different connotations. *“We are immensely glad that the support of the Municipality of Prague 7 enabled us to implement our project in the premises of the Prague Market in Holešovice, specifically in Halls nos. 13, 17 and 11, and the surrounding grounds. The presentations of individual designers will thus become an organic part of the space, which is to undergo a long-deserved revitalisation in the decades to come and which will then become a living space for culture, gastronomy as well as business. We are also looking forward to being able to take the visitors to the newly renovated Šlechtova restaurant in Stromovka park,”* says MBPFW CEO Lukáš Loskot.

The premises of the Prague Holešovice Market, which was built between 1893 and 1895 according to architect Josef Sardínka’s plan, is to undergo renovation in the decades to come. It should start this year. The author of the urban-architecture study is Vít Máslo’s studio CMC architects.

In the past, the fashion week was held for example in the baroque complex of the Clam-Gallas Palace, where Prague City Archives used to be housed, in the goods garages of the OD Kotva department store, or in the premises of Invalidovna in Karlín, which is closed to public, and in the grounds of Gabriel Loci monastery in Smíchov in Prague.

“Mercedes-Benz Prague Fashion Week presents Prague as an attractive destination for fashion visitors. The event always attracts attention of international media and portrays Prague as a centre of creativity interesting particularly for culture hungry visitors. The event side programme includes galleries, concept stores and cafés in various parts of the city and that’s one of the reasons MBPFW deserves the support,” says Hana Třeštíková, Prague councillor.

The current situation all over the world as well as in the Czech Republic impacted significantly the way cultural events are organized and realized. Large projects such as international fashion weeks were no exception and had to learn to respond to the current situation and prepare events in forms of open air shows or online streams without an audience.



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MBPFW will also reflect these changes. We are closely monitoring government regulations and we will adjust the event accordingly. We will keep the visitors, designers, media, and partners informed about the event's planned conception.

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26 years of Mercedes-Benz benefiting fashion

During the last 26 years, Mercedes-Benz has assumed the role of an international key partner and titular sponsor of select fashion events. The brand currently takes part in over 80 international fashion platforms in over 40 countries, including Mercedes-Benz fashion weeks in Sydney, Mexico City, London, Madrid, Tbilisi and Berlin as well as the respected International festival of fashion and photography in Hyères. Mercedes-Benz continuously supports selected fashion events all over the world. It owes its admirable reputation to twenty years of supporting up-and-coming designer talents. This support gave over 90 aspiring designers the chance to present their work on 30 platforms world-wide, including Milan, London, Prague, Istanbul, and Berlin.

