PRESS RELEASE

3 August 2022

**The autumn edition of Mercedes-Benz Prague Fashion Week SS23 will take place from 3 to 9 September 2022 at the Mystic Skatepark on Štvanice Island and several other locations in Prague.**

**Tickets are now on sale on the GoOut server.**

From 3 to 5 September 2022, the skatepark on Štvanice Island in Prague 7 will be the main show and event sponsor for Mercedes-Benz Prague Fashion Week SS23.

The full programme is available on the event’s website and, as of today, tickets can be purchased at [www.goout.net](http://www.goout.net).

Mercedes-Benz Prague Fashion Week will introduce the collections designers have prepared for the Spring/Summer 2023 season.

In addition to seeing the individual shows presenting the work of designers such as Tobias Schubert, Dominika Kozáková, Jakub Polanka, Vanda Janda, and Liběna Rochová, visitors can also look forward to seeing a presentation of the ZOOT.lab by ZOOT brand as well as designs by students from three university studios: the Fashion and Footwear Design Studio of the Academy of Arts, Architecture & Design in Prague, the Technical University of Liberec, and the Fashion Design Department at the Tomáš Baťa University in Zlín.

As a part of the support we provide to talented young people, Tomáš Němec , the winner of this year’s VAN GRAAF Junior Talent competition, will introduce his new collection, and guest designer Gabriel Nogueiras will show his work for the Rubearth brand as a part of the Mercedes-Benz International Designer Exchange Program.

“During the four days of the show, we will present the best of local fashion to you. We are building on the previous edition, when we successfully first presented our new concept of solitary shows, at which designers have exclusive space for their own scenography and overall dramaturgy,” says **Lukáš Loskot**, CEO of Mercedes-Benz Prague Fashion Week.

According to **Hana Třeštíková**, Prague Councillor for Culture and Tourism, “In addition to being an exceptional social and cultural event, Mercedes-Benz Prague Fashion Week chiefly presents our capital as an appealing destination for the entire fashion public. The international media attention Prague receives during that week brings culturally focused visitors to our city, all of whom we gladly welcome. This is why the Czech capital has become of this event’s traditional partners.”

“Mercedes-Benz Prague Fashion Week is not only the most important fashion event in the Czech Republic, but it is also an important part of the fashion events held around the world under the Mercedes-Benz brand name. This is one of the reasons why for this year’s autumn edition we have successfully arranged a very special exhibit: visitors to this year’s fashion week can look forward to seeing Virgil Abloh’s ‘Project MAYBACH’,” says **Wolfgang Bremm von Kleinsorgen**, CEO of Mercedes-Benz Czech Republic.

More information about tickets, the individual shows, and other MBPFW SS23 events is now available at [www.mbpfw.com](http://www.mbpfw.com) and on the show’s social network pages.

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**27 years of Mercedes-Benz for the benefit of fashion**
Over the past twenty-seven years, Mercedes-Benz has become an international key partner and titular sponsor of select fashion events. Currently, the brand participates in over eighty international fashion platforms in more than forty countries, including Mercedes-Benz fashion weeks in Sydney, Mexico City, London, Madrid, Tbilisi and Berlin as well as in the respected International Festival of Fashion and Photography in Hyères. Mercedes-Benz continuously supports selected fashion events all over the world, and over the last two decades has built an admirable reputation by supporting up-and-coming designer talents. Thanks to this support, over ninety aspiring designers have had the chance to present their work on thirty platforms around the world, including Milan, London, Prague, Istanbul, and Berlin.

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**27 years of Mercedes-Benz benefiting fashion**
During the last 27 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.