PRESS RELEASE

August 2025

**The evenings of the main show days of Mercedes-Benz Prague Fashion Week SS26 will again culminate with afterparties, as the organizers present a dynamic line-up of events throughout Prague.**

While most shows and activities will be held at SaSaZu, this autumn’s fashion week is enhanced by a range of off-site events beyond the central venue.

As in previous seasons, three evening runway shows presented in partnership with the event’s main media partners will be followed by three afterparties, this time curated by brands from the Pernod Ricard portfolio. On Thursday evening, September 4, Elle magazine will host the Elle Dark Hour event in collaboration with Malfy, the Italian producer of premium gins. Friday night, September 5, will belong to Dolce Vita magazine and Douglas perfumeries, teaming up with Absolut, one of the world’s most renowned vodkas. Vogue Czechoslovakia will close the fashion runway schedule on Saturday, September 6, with an afterparty presented in partnership with exclusive champagne MUMM. The evening will also feature the official announcement of the Vogue CS Talent 2025 Award, introducing this year’s winner, alongside a performance by the dance and creative collective Dogga Clan.

Afterparties held at the main location (SaSaZu)

**ELLE DARK HOUR x MALFY** (Sep 4, 9:30–11:00 pm), dress code: all black, red lips

**DOLCE VITA MAGAZINE x DOUGLAS x ABSOLUT PARTY** (Sep 5, 9:30–11:00 pm), dress code: design chic

**VOGUE CS TALENT 2025 AWARD / VOGUE CS X DOGGA CLAN & MUMM PARTY** (Sep 6, 9:30–11:00 pm), dress code: creative chic

On Saturday, September 6, and Sunday, September 7, the public is welcome to visit an open-access pop-up showroom Má vlast **EDIT 08 x MBPFW** at Arkhe.SPACE on Rohanské nábřeží. The showroom of contemporary Czechoslovak fashion design presents a carefully curated selection of clothing, jewelry, and accessories from local creators, including those showcasing their collections at MBPFW SS26. Visitors will have the opportunity to meet local and international designers and creative industry professionals and discover contemporary design in the inspiring setting of the Arkhe.SPACE architecture studio. The showroom will be open on September 6 from 2:00 to 8:00 pm and on September 7 from 11:00 am to 6:00 pm.

On Sunday, September 7, **Kral Soirée by Klenoty Aurum and CottoCrudo Bar** will take place at the Four Seasons Hotel Prague from 8:00 to 10:00 pm. The evening cocktail, supported by Four Seasons Hotel Prague and Klenoty Aurum, will offer the opportunity to meet a prominent personality of the Czech fashion scene, Boris Kraľ.

In collaboration with the sustainable platform Sellpy, the event **DISCOVER SELLPY – Second Hand Simplified** will be held on Monday, September 8, from 6:00 to 10:00 pm at Vila 63, dedicated to the growing phenomenon of second-hand fashion.

On Tuesday morning, September 9, the accompanying programme will feature **MBPFW & TOP FASHION MAGAZINE present Breakfast with Tiffany** @Four Seasons Hotel, hosted by Tiffany & Co. in collaboration with TOP FASHION MAGAZINE starting at 10 am.

Part of the autumn edition of MBPFW is also **MBPFW x PINKO PARTY**, taking place on Tuesday, September 9, from 6:00 to 9:00 pm at the Pinko boutique, Pařížská 24.

Another highlight of the accompanying programme is **DIPTYQUE LAZULIO NUIT**, taking place on Wednesday, September 10, from 7:00 to 10:00 pm at the Diptyque boutique on Vězeňská 6, presenting a new fragrance from the Les Essences de Diptyque collection.

The edition will close with **Dungeon by Tobias Schubert**, which will transform Groove Bar on Voršilská street on Wednesday, September 10, into the unique world of the designer’s aesthetics. The official MBPFW closing party begins at 10:00 pm and is open to the public.

Holders of VIP Tickets will also be able to enjoy the **Sisley Paris Spa & Beauty Experience**, an exclusive relaxation zone at Maison Sisley Prague during the fashion show days (September 4–6, 2025).

Accompanying off-site programme::

**MÁ VLAST EDIT 08 x MBPFW** (Sep 6, 2:00–8:00 pm; Sep 7, 11:00 am–6:00 pm; Arkhe.SPACE)

**KRAL SOIRÉE BY KLENOTY AURUM AND COTTOCRUDO BAR** (Sep 7, 8:00–10:00 pm; Four Seasons Hotel Prague)

**DISCOVER SELLPY – SECOND HAND SIMPLIFIED** (Sep 8, 6:00–10:00 pm; Vila 63)

**MBPFW & TOP FASHION PRESENT BREAKFAST WITH TIFFANY** (Sep 9, 10:00 am; Four Seasons Hotel Prague)

**MBPFW x PINKO PARTY** (Sep 9, 6:00–9:00 pm; Pinko, Pařížská 24)

**DIPTYQUE LAZULIO NUIT** (Sep 10, 7:00–10:00 pm; Diptyque, Vězeňská 6)

**DUNGEON BY TOBIAS SCHUBERT x MBPFW CLOSING** (Sep 10, 10:00 pm–4:00 am; Groove Bar)

**MAISON SISLEY SPA & BEAUTY EXPERIENCE** (Sep 4–6, 2025; Maison Sisley Prague)

This edition of MBPFW will also welcome several international guests, many of whom will visit Prague thanks to initiatives associated with the Má vlast EDIT pop-up showroom. Among them are Berlin-based designers **Toby Grimditch** and **Max Jolivet**, stylist and consultant **Riccardo Terzo** from DUST China, **Melinda Csik** from ELLE Hungary, photographers **Jessie Lily Adams** and **Annemarie Sterian**, and communication designer and creative director **Mikina Dimunova**. Their participation brings an international edge to MBPFW, aligning with Mercedes-Benz’s ambition to foster a dynamic dialogue between local fashion and the wider European scene.

Mercedes-Benz is a proud partner of selected fashion events worldwide and the title sponsor of Mercedes-Benz Prague Fashion Week. Mercedes-Benz and top-end fashion share the same core values, such as individuality, luxury, craftsmanship and sustainability. Just like fashion, the MANUFAKTUR individualization program can reflect a very personal style. At this autumn edition of MBPFW, Mercedes-Benz Czech Republic will present one of only ten S-Class "Edition 30 Years" vehicles. This limited edition of Mercedes-AMG S 63 E PERFORMANCE, with hand-made and made to measure elements with the Czech lion, celebrates 30 years of the Mercedes-Benz Czech Republic and embodies the ultimate individualization of the MANUFAKTUR programme.

**More information about the accompanying programme is available on the official website of Mercedes-Benz Prague Fashion Week:** [**www.mbpfw.com**](http://www.mbpfw.com)**.**

More information:

#MBPFW

www.mbpfw.com

instagram.com/mbpfw

TikTok @mbpfw

30 Years of Mercedes-Benz in Support of Fashion

Over the past 30 years, Mercedes-Benz has established itself globally as a key partner and title sponsor of selected fashion events. The brand currently supports over 80 international fashion platforms in more than 40 countries, including Mercedes-Benz Fashion Weeks in Sydney, Mexico City, London, Madrid, Tbilisi, and Berlin, as well as the prestigious International Festival of Fashion and Photography in Hyères. Mercedes-Benz continuously supports selected fashion events worldwide and has built an admirable reputation over two decades by supporting emerging designer talent. Thanks to this support, more than 90 aspiring designers have had the opportunity to present their work on 30 platforms around the world, including Milan, London, Prague, Istanbul, and Berlin.