



## PRESS RELEASE

Berlin, October 18, 2011

### **New Location:**

### **F95 – THE FASHION STORE relocates to STATION Berlin at Potsdamer Platz**

**F95, the Berlin designer store renowned for fashion, accessories and lifestyle products, is celebrating its grand reopening at the new STATION Berlin location, right by Potsdamer Platz. With more space, more design, and unique interior architecture, the new store gives shopping a whole new dimension.**

F95 – THE FASHION STORE will showcase fashion from the world's most sought-after designers, creative collections from up-and-coming talent and many other things that make life more beautiful at its new location on Luckenwalder Straße in Berlin. Founded in 2005, F95 has since become one of the top locations in Berlin for fashion, accessories and lifestyle products for the premium market segment.

The store grew out of PREMIUM, an international fashion trade fair that takes place biannually on the same location at STATION Berlin. The innovative concept for the F95 shop carries those ideas further, breaking up conventional product lines and offering unusual combinations of brands instead. This allows a design-attuned clientele to get everything they need to create their own style at one location. F95 places established designers next to the avant-garde, accessories next to denims, and progressive sportswear next to off-beat jewellery. Exclusive cosmetics, perfumes, music, magazines and home accessories complement the range. A new addition is velo couture®, which looks at the bicycle itself, as well as cycling apparel and accessories, from a fashion perspective. The culture of cycling has long become an established part of urban lifestyle, with the bicycle seen as a design object and status symbol. velo couture® at F95 emphasises the fashion dimension to cycling.

The store is home to brands with a long tradition from Germany and abroad as well as being a launch pad for young, ambitious design. It is a laboratory and showcase for future strategies for shop design and product lines. F95 is not only aimed at design-conscious consumers. The store also sees itself primarily as a continuation of the trade fair by other means and will act as a forum and source of inspiration for the industry the year round. Numerous events – including brand launches, shopping specials, presentations, talks, book signings and exhibitions – underscore this part of the store's character.

F95's new location, a former post office, still exudes flashes of its past charm, with spacious interiors and spectacular design from the internationally recognised interior architect Heiner Albaum. Like the store itself, Albaum combines a wide range of materials and objects, many of which have a unique history: carpets from the famous Schlosshotel Gerhus in Grunewald, baroque chairs upholstered in damask, trolleys from a long-disused Czech lightbulb factory and bronze statues by Wilhelm Moser. The resulting "postmodern disarray" (Albaum) sets the frame



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and scene for the fashion store's outstanding fashion and accessories.

The F95 Grand Opening on the 13th of October was celebrated well into the late evening hours. The numerous guests included business partners, designers and representatives of the brands, representatives of the press and many long-standing, regular customers of the store. Many familiar faces including actress Nadine Warmuth, actor Hendrik Borgmann, designers such as Michael Michalsky (Michalsky), Carl Tillessen (Firma), Leyla Piedayesh (Lala Berlin), Livia Ximénez-Carrillo and Christine Pluess (mongrels in common), Germany's Next Top Model Fiona Erdman etc who followed the invitation by PREMIUM founders Anita Tillmann and Norbert Tillmann to celebrate the opening of F95 The Fashion Store at its new location.

### **F95 – THE FASHION STORE AT STATION-Berlin**

**Luckenwalder Str. 4–6 | 10963 Berlin-Kreuzberg | +49-30-42083358 | [www.f95store.com](http://www.f95store.com)**

**Mo – Fr 12:00 pm – 8:00 pm | Sat 11:00 am – 6:00 pm**

High-res pictures you may find at [www.premiumexhibitions.com/press](http://www.premiumexhibitions.com/press) or on request.

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