

Symposium.

China – A Chance for Young European Designers

The panel discussion focuses on current developments and new trends on the global fashion market. While international fashion companies increasingly open their design offices in metropolis such as Shanghai and Beijing, Chinese fashion labels with European design talents set new accents on the local market. 'In a matter of ten years, the Chinese have made the transition from Karl Marx to Karl Lagerfeld, from Mao suits to Mui Mui' Angelica Cheung editor of Vogue, China. We will discuss what opportunities are available for young fashion designers in China at the moment. We will focus on what the market in China is looking for, what requirements one must fulfil as well as receive invaluable insight about what life is like in Beijing, Shanghai and in China. Receive first hand information from people who live and work and have become successful in China in recent years. What main developments have been made in fashion trends? What Benefits are there for companies and designers who work together in China? What are the main intercultural differences? What is it like depending on translators on a daily basis? What are the main different working methods? The panel will give you the chance to discuss first hand with people who experience and live in China.

When// Wednesday 7 of July 2010, 2:00 pm

Participants//

Nancy Koh works for the Hempel Group China and is the youngest CEO in China and went to university in Los Angeles. Her passions include bringing together different cultures; she loves Europe and Japan and supports young designers. She owns a company called ARRTCO, several stores opened already, 20 further shops are planned to open this year and a larger department store will open in China in August 2010. www.hempelchina.com

Oliver Schütt works for TMS Fashion LTd. Beijing an Asian wide garment/apparel sourcing agency serving leading brands in the European and US markets Amongst them Mustang, Strenesse, Top Shop, P&C, Tom Tailor amongst many others. www.tmsfashion.com

David Ubl studied English in Boston after which he pursued his passion and took his Fashion Design degree at the Esmod School Berlin. He graduated in 2008 and has since then won several awards amongst them the Hempel Award in 2008. At the moment he is Head of Design at St. Long Beijing as well as Art Design Director At Royal Elastics Asia.

Nels Frye studied ancient history at the University of Chicago. Nels grew up in Brimfield, Massachusetts, but has lived in Dushanbe, Berlin, Taipei, Hong Kong, Hangzhou, Chengdu and Beijing. He lives in Beijing since May 2005, and has worked as a business consultant, freelance writer, photographer, stylist, and magazine editor. Since March 2009, he is Editor-in-Chief of LifeStyle Magazine, China's leading bilingual publication focusing on architecture, inner space, decor, luxury goods, travel, and other LifeStyle subjects. He also writes one of the top 10 blogs according to the Spiegel magazine www.stylite.net

Marios Schwab studied at the Esmod fashion school in Berlin from which he graduated with distinction and the Best Student Award. In 2003 he moved to London where he completed an MA in Womenswear Fashion at Central Saint Martin. In 2005 he launched his own label, showing for two seasons with Fashion East before making his on schedule debut at London Fashion Week for spring/summer 2007. After much critical acclaim for his work, Schwab won the prize for Best New Designer at the British Fashion Awards in 2006 as well as scooping the Swiss Textiles Award in 2007. Marios Schwab is currently Art Director for Halston New York and his own label and designs are sold all over the world, in shops ranging from Dover Street Market, Harvey Nichols and Browns in London, to Maria Luisa in Paris and Barneys in New York.

Host// Jennifer Browarczyk - Project Manager, Fashion Patrons GmbH
Where// HKW John-Foster-Dulles-Allee 10, Berlin
Tickets// Free entry – Please Sign up at info@esmod.de