

Mercedes-Benz Prague Fashion Week

PRESS RELEASE

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Mercedes-Benz Prague Fashion Week returns to the historic premises of the Clam-Gallas Palace with the fall edition of SS25.

The upcoming edition of Mercedes-Benz Prague Fashion Week, featuring the SS25 selections, will take place **from 29 August to 4 September 2024.**

The MBPFW fall edition returns to the historic **premises of the Clam-Gallas Palace**, promising a unique experience combining fashion with rich cultural heritage of Prague. MBPFW visited the palace grounds for the first time as part of the FW18 edition and now returns to the newly renovated space. Catwalk shows and main programme will take place on two floors and in the courtyard. Collection presentations will follow the new concept introduced during the spring edition in April, the concept of galas under the auspices of the project main media partners. These evenings hosted both established Czechoslovak designers and emerging talents and provided visitors with a brief view of the international scene as well.

"We have had great feedback from designers, partners and visitors on the new gala concept launched in the spring season of FW24, so we have decided to keep it going. This time, the Fashion Temple will move to the beautifully renovated premises of the Clam-Gallas Palace, which hosted us in the past and whose baroque style perfectly complements the atmosphere of the galas."

Lukáš Loskot, CEO Mercedes-Benz Prague Fashion Week

The Clam-Gallas Palace, one of the best examples of Prague Baroque architecture, has undergone extensive renovation in recent years in order to open it to the public. It is a vast complex of Baroque buildings surrounding a courtyard, which hosts a number of cultural, artistic and leisure events, for example, inviting visitors to a rich open-air cinema programme in the summer season.



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"We are delighted that the Museum of Prague as part of its transition into a modern museum institution is co-organising such an important fashion festival as Mercedes-Benz Prague Fashion Week. We believe that the fashion creations will perfectly match the graceful Baroque spaces of the newly renovated Clam-Gallas Palace thus giving the visitors a chance to experience the shows in a new artistic-historical dimension."

Ditte Elene Ravingerová, Museum of Prague

The project was sponsored by the Municipality of Prague, who is also another organizer of the autumn location of the Clam-Gallas Palace:

"The capital supports social events, and this fashion festival is one of them. It is also advantageous that the representative spaces Prague has at its disposal are put to a good use. I believe that the whole project will be an excellent event."

Mayor doc. MUDr. Bohuslav Svoboda, CSc.

The full programme will be released on **29 July** on the event's website. Advanced tickets will be available as of the same date on gout.net.

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On location

At the beginning of the 18th century, one of the highest diplomats of the Viennese court, Jan Václav Gallas, had the Baroque palace in the Old Town built as his grand aristocratic residence according to a magnificent design by architect Johann Bernhard Fischer of Erlach. The statuary was commissioned to Matthias Bernard Braun, and the frescoes in the lavish interiors came from the greatest Central European fresco painter of the time, Carlo Innocenzo Carlone. The palace became an important centre of cultural life in Prague and has been uniquely preserved in its original architectural structure.

29 years of Mercedes-Benz benefiting fashion

During the last 29 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 60 international fashion platforms, including Mercedes-Benz Fashion Weeks in Beijing, Berlin, Istanbul and Milan as well as the globally recognized 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 fledgling designer talents.

