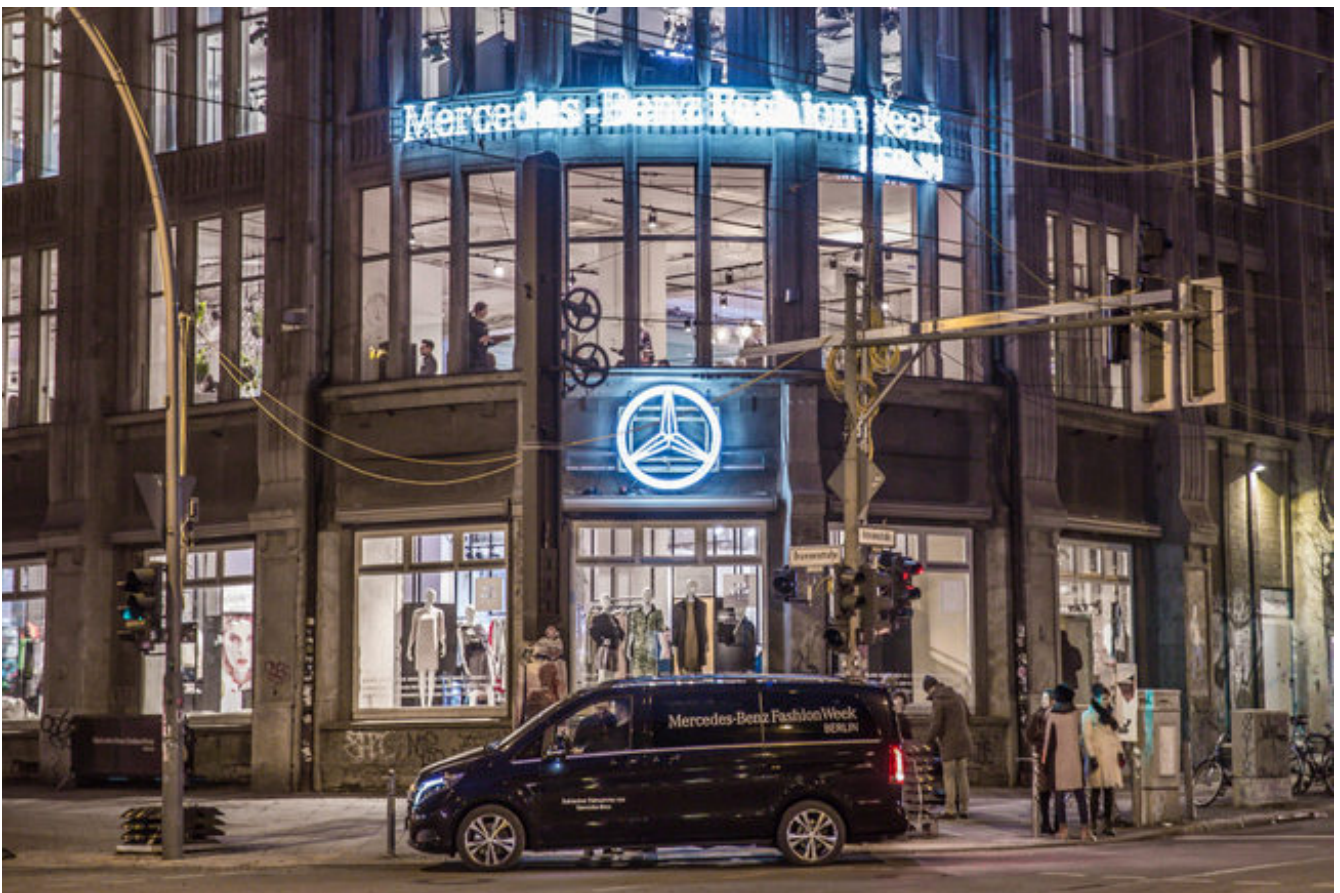


Mercedes-Benz drops sponsorship of Berlin Fashion Week

By [Rüdiger Oberschür](#) - June 8, 2017

From 2018 onwards, Mercedes-Benz will no longer be affiliated with Berlin Fashion Week, reported several Berlin newspapers this week, as the German automobile manufacturer rolls out a new strategy.



Mercedes-Benz drops sponsorship of Berlin Fashion Week but remains committed to the city as a fashion hub - Mercedes Benz

Mercedes-Benz has declined to renew its sponsorship deal with Berlin Fashion Week organisers IMG, which means from 2018 onwards, Berlin Fashion Week will have to drop the prestigious 'Mercedes-Benz' from its name.

It remains unclear whether the event will continue to take place, and if the shows will return to the legendary tent at the Brandenburger Tor or will

continue at the new venue in Kaufhaus Jahndorf.

The news come as Mercedes-Benz is announced as a new member and official partner of the Fashion Council Germany. The auto giant said this partnership highlights its commitment to Berlin as a fashion metropolis and will place a greater focus on supporting up-and-coming designers, which is its key priority.

Fashion Council Germany and Mercedes-Benz will jointly develop new initiatives as part of the new partnership, and Mercedes-Benz will continue its involvement with the Berliner Mode Salon. Additionally, the company said it is exploring what would be the best platform to bring fashion and the brand together.

By Rüdiger Oberschür

Translated by Barbara Santamaria

Copyright © 2018 FashionNetwork.com All rights reserved.