



Press Release

Vienna, February 17, 2009

MODEPALAST 2009 opens from April 23 – 26 in Vienna with Austrian and international fashion design

The Netherlands as guest and numerous labels from Eastern Europe widen the Austrian focal point

Images at www.modepalast.com/gallery/presse09

Cutting-edge fashion, jewellery and accessories can be experienced and bought at first hand by style enthusiasts at MODEPALAST from April 23 to 26 in the quartier21 of MuseumsQuartier Vienna. More than 80 Austrian and international labels show Prêt-à-porter fashion and trendy street fashion on 800 sq.m. exhibition space. For seven years now, MODEPALAST is considered as a stepping stone for young talents, and allows an audience interested in fashion to personally get to know the designers and their current collections and products.

Alongside well-established Austrian brands as Martina Rogy, ulliko, unartig or art point, this year young and upcoming labels such as [ep_anoui], Mayi or INA KENT mark the start of the warmer season. Silk, organza or chiffon are the fabrics which [ep_anoui] is conjuring up an airy collection with. The label Mayi stands for ‚fair trade‘, and INA KENT excels in high-quality leather accessories.

The Netherlands as guest, and design from Eastern Europe

As an active fashion nation, the Netherlands are invited as a guest this year. Supported by the Dutch embassy, labels as Nina Führer feature their skills in a separate lobby area. Eastern Europe is strongly represented with Czech, Polish, and Bulgarian labels – including the upcoming designers Mariela Gemisheva of FAC (Fashion Art Center, BG) with an futurism-inspired collection, and Lenka Valevska (CZ) who occasionally is motivated by her additional work as costume and graphic designer. Three Polish creatives unite all MODEPALAST categories in the label „B3 Paulina Blachura“ - fashion, jewellery, and accessories.

Compact programme shows multifaceted European fashion scene

During four days, MODEPALAST provides its visitors an insight into the young, multifaceted, and talented European fashion scene. Furthermore, a compact programme tops the event off with daily fashion shows, MODEPALAST side events all over town, late night shopping, MODEPALAST

parties, and presentations. Starting in 2003 with a small show introducing Viennese fashion designers, MODEPALAST by now has turned into a successful spring event on a big scale.

MODEPALAST 09 - brand new expo

April 23 – 26, 2009

sales exhibition for fashion, jewellery and accessories

FREIRAUM, OVALHALLE and ARENA/quartier21

MuseumsQuartier Vienna, Museumsplatz 1, 1070 Viena, Austria

opening hours:

Thu, 23.4., 7 pm – 12 pm (vernissage, official invitation)

Fri, 24.4., 12 am – 10 pm

Sat, 25.4., 11 am – 9 pm

Sun, 26.4., 11 am – 7 pm

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