



JULIA STELZNER

Berlin Fashion

LABELS × LIFESTYLE × LOOKS

MENSWEAR

SOTO

Soto is the abbreviation for "South of Torstrasse". And the men's fashion offerings here seem largely SoHo-inspired – with brands like Opening Ceremony, Libertine-Libertine and Thom Browne. All labels that tend to be worn by men in Mitte, where sneakers, jeans and a good shirt belong to the Downtown Manhattan-like uniform.

TORSTRASSE 72
10119 BERLIN
WWW.SOTOSTORE.COM
MON.–FRI. 12 TO 8PM,
SAT. 11AM TO 8PM

CIVILIST

At the Civilist store skating is not a question of age, but of attitude. And it looks all the better with hoodies by aNYthing, trousers by Altamont and baseball caps by Huf. After all, the store owners, and co-founders of *Lowdown* magazine, Andreas Hesse and Alex Flach have been firmly rooted in the skating scene for decades.

BRUNNENSTRASSE 13
10119 BERLIN
WWW.CIVILISTBERLIN.COM
MON.–FRI. 12 TO 8PM,
SAT. 11AM TO 6PM

CHELSEA FARMER'S CLUB

There is no Savile Row in Berlin. But there is a Chelsea Farmer's Club. True to the British tradition of "splendid isolation", its founder, Christoph Tophinke, moved from a guerrilla store in Mitte to West Berlin to sell, in typical dandy fashion, dinner jackets, sports jackets and pink socks.

SCHLÜTERSTRASSE 50
10629 BERLIN
WWW.CHELSEAFARMERSCLUB.DE
MON.–FRI. 11AM TO 7PM,
SAT. 11AM TO 6PM

A. D. DEERTZ

You have been warned: to enter through the colourful neon mosaic on the Torstrasse is to check in for an unexpected trip around the world. In this shop, Wibke Deertz, a former sculpture student and compulsive traveller, has collected Vietnamese blankets made from fabric remnants and shoes from vegetable-tanned kudu leather from Namibia. More discreet are the cotton jackets and shirts designed by Deertz herself.

TORSTRASSE 106
10119 BERLIN
WWW.ADDEERTZ.COM
MON.–SAT. 12 TO 8PM

DIFFERENT DELIGHTS

UPCYCLING FASHION

The buzzword for 2014 is "upcycling" – the concept of taking something old and making something new and better out of it. Sound strange? But it looks good when bracelets are made from crushed Nespresso capsules, or little black dresses from men's trousers. Particularly popular are the items from the two-woman Berlin label Schmidttakahashi.

ANKLAMER STRASSE 17
10115 BERLIN
WWW.UPCYCLING-FASHION.COM
MON.–FRI. 11AM TO 7PM,
SAT. 12 TO 7PM

SHIT SHOP

Directions hair dye, platform shoes and leggings: for some people these are youthful indiscretions. For model Bonnie Strange, this is her everyday look. In her Shit Shop the nineties are brought back not only with second-hand stuff to rummage around in, but also with self-designed oversize sweaters bearing slogans like "Ghetto Day". And be honest, a bit of neon never hurts!

RÜCKERSTRASSE 10
10119 BERLIN
WWW.THESHITONLINE.COM
MON.–SAT. 12 TO 8PM

BLUSH

If you think only Victoria's Secret makes sexy lingerie, think again. Because when Berlin's governing mayor Klaus Wowereit said "Berlin is poor but sexy", he must have meant Blush. This glamorous lingerie label offers transparent, shimmering and padded two-piece sets from its own line or by Missoni and Princesse Tam Tam. Maybe one more reason why nights in Berlin are so long.

ROSA-LUXEMBURG-STRASSE 22
10178 BERLIN
WWW.BLUSH-BERLIN.COM
MON.-FRI. 11AM TO 8PM, SAT. 12 TO 7PM

FRAU TONIS PARFUM

If anyone can guess straight away that you are wearing a classic fragrance by Gucci, Dolce & Gabbana or Chloé, that's nice, but could get quite boring. Frau Tonis Parfum gives you individual scent profiles. This clean white perfume workshop not only creates typical Berlin perfumes such as Reines Veilchen, Marlene Dietrich's favourite fragrance, but also creates custom-made scents.

ZIMMERSTRASSE 13
10969 BERLIN
WWW.FRAU-TONIS-PARFUM.COM
MON.-SAT. 10AM TO 6PM

BRUNETTE

Instead of a store with a large display window, André Staack and Henry Lemke decided in favour of the exclusive intimacy of a private courtyard. The clear space concept with neon-yellow highlights and a mirrored cube as a work space ensures that guests can just sit back and relax. The rest – precise cutting and perfect colouring – is taken care of by the two master hairstylists.

TEMPELHOFER UFER 22
10963 BERLIN
WWW.BRUNETTE-BERLIN.DE
MON.-SAT. 10AM TO 8PM

JACK'S BEAUTY DEPARTMENT

The outsize Chanel lipstick over the door wouldn't fit into your make-up bag. Instead, you'll find stunning international cosmetic brands like Butter London, Tokyo Milk and Korres, brought together by the owner, Miriam Jacks, a cosmetic artist who does make-up for celebrities and is booked for editorials. Obviously, customers too can be made up in this cosmetics mecca.

SREDZKISTRASSE 54
10405 BERLIN
WWW.JACKS-BEAUTYDEPARTMENT.COM
MON.-FRI. 11AM TO 8PM,
SAT. 11AM TO 6PM

MARRON

The best thing, of course, would be simply to move into Marron. And that's what the Danish design label thought too, so at short notice they moved into the administration offices of the corporate designer Sandra Baumer and product designer Thomas Schultz. The communal relationship works well; the Danish exports stand harmoniously beside Thomas Schultz's TS 1 Sideboard.

AUGUSTSTRASSE 77/78
10117 BERLIN
WWW.MARRONBERLIN.DE
MON.-FRI. 11-7PM, SAT. 11AM TO 6PM

DO YOU READ ME?!

Do you read me?! makes travel so very much easier. Why? Because at the shop of these defenders of the written word you can find all those magazines that you used to have to import from abroad. Apart from the specific fashion and design magazines such as *Self Service*, *Purple*, *Apartamento* and *Slanted*, Do you read me?! also has niche reading material for cyclists and plant lovers.

AUGUSTSTRASSE 28
10117 BERLIN
WWW.DOYOUREADME.DE
MON.-SAT. 10AM TO 7.30PM

From the hippest new labels to the best shopping addresses, **Berlin Fashion** explores every aspect of Europe's newest fashion capital. Containing numerous photographs and interviews with leading fashion journalists, stylists and bloggers, this book presents individual takes on what's hot right now, what makes Berlin's fashion scene so unique and shows some of the best stores for high and low-end purchases. Whether you are planning a trip to the city itself or merely looking for inspiration, this is the essential reference guide offering a stack of useful information about Berlin's special fashion zeitgeist.

"IN ONLY ONE DECADE, BERLIN HAS FOUGHT ITS WAY BACK ONTO THE WORLD FASHION MAP."

ALFONS KAISER



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