

PLEASE READ CAREFULLY

Terms & Conditions

STUDIO2RETAIL

Last updated: 13.05.2025

These Terms & Conditions apply to all participants in the STUDIO2RETAIL initiative organized by Fashion Council Germany e. V. ("we", "us", "our") in collaboration with the Berlin Senate Department for Economic Affairs, Energy and Public Enterprises and its contracted service providers (for PR, website, social media and related topics).

By registering for the STUDIO2RETAIL network and/or submitting an event to the STUDIO2RETAIL schedule, you ("your") agree to the following terms:

1. Eligibility & Registration Requirements

- 1.1. Your business should be registered in Germany, preferably with a base in Berlin.
- 1.2. **For brands:** Products must be available for purchase in a physical Berlin store (exceptions may be made for established online stores).
- 1.3. **For agencies, showrooms and creative spaces:** Services must be based in Berlin and actively support or represent local fashion designers or brands.
- 1.4. STUDIO2RETAIL reserves the right to decline or remove members that do not align with the network's values.

2. Network Participation & Community Standards

- 2.1. Members are expected to:
 - Maintain a high-quality, professional visual identity in all retail and online communications.
 - Demonstrate a clear connection to Berlin's creative scene (e.g. through design, storytelling, partnerships or community involvement).
 - Keep all submitted information (e.g. store addresses, contact details, event announcements) current and accurate.
- 2.2. Members are encouraged to:
 - Participate in at least one STUDIO2RETAIL activation per year (e.g. event, pop-up, special offer or schedule entry during Berlin Fashion Week).
 - Communicate and implement sustainable practices across production, distribution and marketing.
 - Offer exclusive promotions, experiences or giveaways to STUDIO2RETAIL followers where possible.

3. Event Communication & Branding Guidelines

3.1. All STUDIO2RETAIL and Berlin Fashion Week-related events and communication must adhere to the following branding requirements:

- Include the STUDIO2RETAIL logo in all promotional materials. A complete Media Kit with logos and guidelines is available [here](#).
- Clearly refer to Berlin Fashion Week in communications, e.g. “during Berlin Fashion Week”, “as part of Berlin Fashion Week”, etc.
- Include the line: “Find out more about the STUDIO2RETAIL initiative [here](#).” in all press releases.
- Use the following tags and hashtags on social media:
@studio2retail #studio2retail; @berlinfashionwe #berlinfashionweek

3.2. Add the following e-mails to your press mailing list:

- s2r@fashion-council-germany.org
- press@fashion-council-germany.org

4. Content & Media Usage

- 4.1. All photographic and video material you provide to us must include copyright information.
- 4.2. You grant us and our service providers the right to use this material for documentation, editorial coverage, social media and reporting purposes.
- 4.3. We may pass on your submitted media (with copyright info) to third parties (e.g. press, media partners).

5. Personal Data & Privacy

- 5.1. We and our service providers may process personal data (e.g. names, photos, videos) obtained in connection with Berlin Fashion Week.
- 5.2. Your registration remains valid until cancelled in writing via email to s2r@fashion-council-germany.org
- 5.3. Your rights under GDPR (General Data Protection Regulation):
 - Right to erasure: You may request deletion of your personal data if there is no legal basis for continued processing.
 - Right to object: You may object to processing for personal reasons where we rely on legitimate interest.
 - Right to withdraw consent: You may withdraw consent by contacting s2r@fashion-council-germany.org

We retain records of your consent for up to two years after withdrawal and may retain data if necessary for legal purposes.

Fashion Council Germany e. V. is the data controller for your personal data.

If you have any questions regarding these Terms & Conditions or the STUDIO2RETAIL network, please contact s2r@fashion-council-germany.org.