

#[®] DAMUR Clinic

AW22 Berlin Fashion Week x Studio2Retail

***Don't we all have a beloved garment that sadly got damaged?
Bring your patient to the clinic and collaborate with designers do create a miracle and give it a new life.***

***A favorite garment is a part of
you. It's how you **feel**, what you
like, what you **represent**. It is
your **heart**. Don't let it die out in
a closet. Time to resuscitate.***

#Our Goals

**Gaining
knowledge & skills**

**Break
the
Boundaries**

**Eco
Fashion
Recognition**

**Upcycling
Berlin
Lifestyle**

**Zero
Waste**

**Urban Culture
Reshaping**

**#DAMUR
touch**

**Reconnecting
with people**

#Visit doctor *DAMUR*



***Bring us your sick textile
patient***



***We will provide you the
tools and help with the
treatment for free***

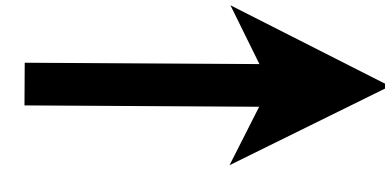


***Bring a loved one back
into your life!***

***FRIDAY 8th March at 10:00, 13:00 or 16:00 in [AHOY-Berlin](#)
(2G+ rule applies)***

#Clinic Location - (AHOY-Berlin)

Room 1



Room 2



- **Presentation**
- **Snacks & Drinks**
- **Discussion**

- **Workshop**
- **Do it yourself**

#Concept

This is not a regular workshop. We are here to restore lives and bring back memories! Together with **Studio2Retail**, **DAMUR** educates you about the benefits of **up-cycled fashion**, teaches you the methods and helps you apply them to achieve a **unique result**. We **connect** people with **style, love, memories** and deliver the most **unforgettable fashion experience** to you.



- **Bring damaged clothing**



- **Drinks & Greetings**



- **Up-cycling presentation**



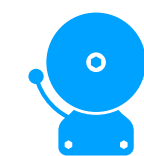
- **Workshop**



- **Photo time + Social media content**



- **Announcement of the winners**



- **Closing with a teaser of new AW22 collection #DAMUR**

#Our roadmap

Preparation

People bring their beloved clothes in need of repair and grab some drinks

Presentation

DAMUR presents up-cycling, easy methods and the brand's journey towards sustainability

Workshop


Guests and designers collaborate to restore the garments

Promotion

Time for photos and making our memories public

Prizes

Time for Prizes!



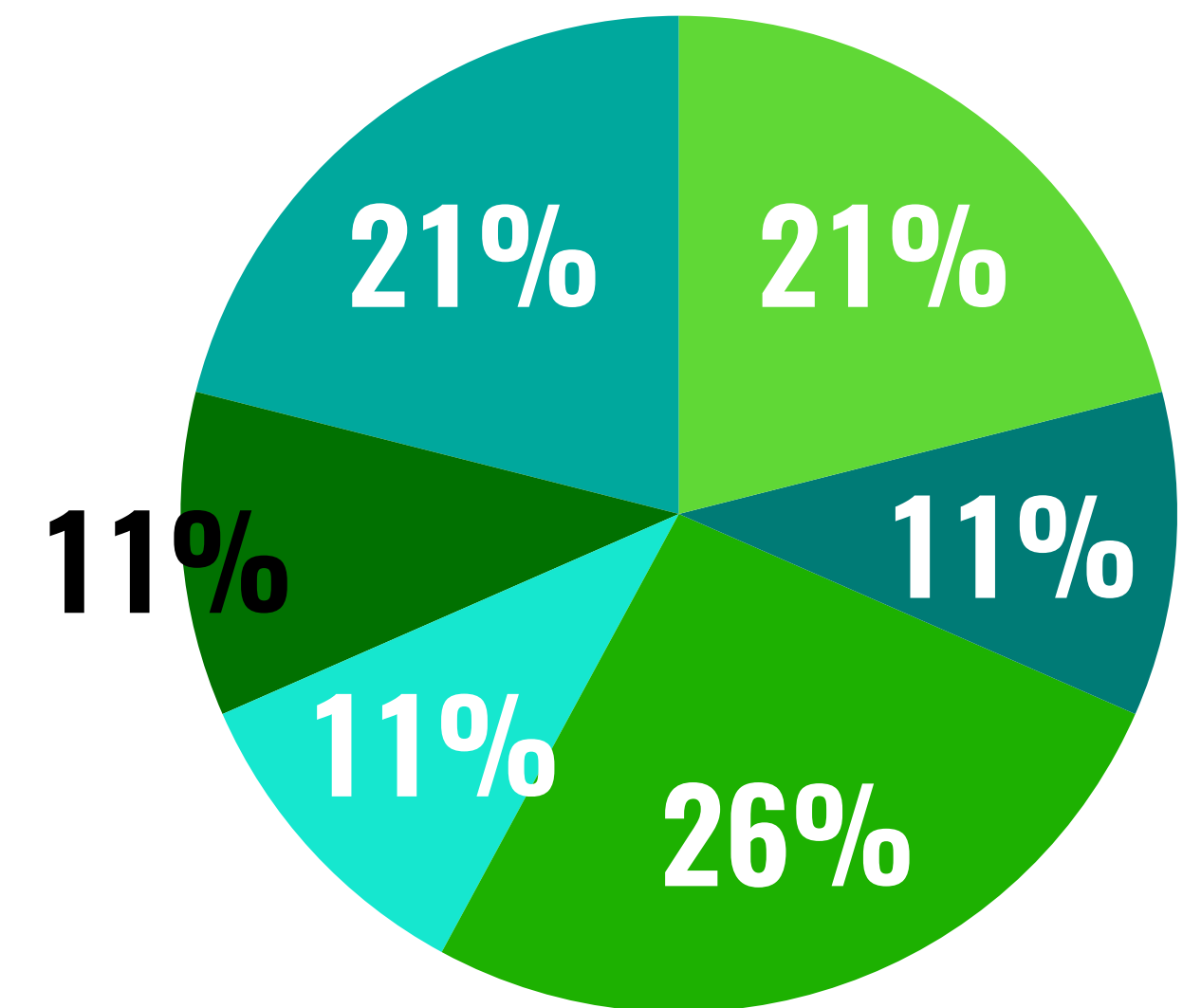
#DAMUR Clinic is an up-cycling initiative, a concept combining sustainable fashion, education, experience, socializing and the urban culture at Berlin Fashion Week.

#Why us?



***#DAMUR Clinic runs the gamut of bold, regenerative and creative values.
We are not only presenting our core values by our design, but also through a well-
designed event format and stories behind the scenes.
We believe that the workshop with public participation can demonstrate its
greatest significance and the concept of sustainable fashion will gain more
recognition and support in the future.***

Budget Planning



- Guest Designers Expenses
- Workshop Materials
- Location Rental
- Event Set Up
- Foods & Drinks
- Operation Expense

#Collection



#SS22 Studio2Retail - #SundayBrunch



SS22 Berlin Fashion Week Recap News letter