THE OFFICIAL EVENT SCHEDULE

# STUDIO2RETAIL SS27

BERLIN FASHION WEEK

YOUR KEY TO BERLIN FASHION WEEK.

STUDIO2RETAIL BRINGS TOGETHER FASHION, RETAIL AND CULTURE THROUGH CURATED EVENTS, CONVERSATIONS AND EXPERIENCES. THIS SCHEDULE IS YOUR GUIDE TO BERLIN FASHION WEEK SS27, FEATURING THE PEOPLE, BRANDS AND IDEAS SHAPING THE SEASON.

## SEVERAL DAYS

| | | |
|---|---|---|
| 30/06/2026 - 05/07/2026 | MYL BERLIN | BERLIN MEETS LONDON (INKL. „SPECIAL EVENT") |
| 30/06/2026 - 03/07/2026 | ACCEPTANCE LETTER | SALON KLEINE HITZE |
| 30/06/2026 - 03/07/2026 | QUADRAT SHOP POLISH DESIGNERS | POP-UP EXPERIENCE & ART INSTALLATION |
| 03/07/2026 - 05/07/2026 | RAUM.BERLIN | FASHION COUNCIL GERMANY |
| 03/07/2026 - 05/07/2026 | LOU DE BÈTOLY | POP UP GALLERY LOU DE BÈTOLY |
| 02/07/2026 - 04/07/2026 | OSAMU ARAI (ARAI) | MUSUHI |
| 02/07/2026 - 05/07/2026 | ALEXEJ BALLACH | TEMPORARY SHOWROOM – CURATED FASHION EXHIBITION |
| 02/07/2026 - 05/07/2026 | 3AIN BY ALIA ASAAD | CONTEMPORARY FASHION SHOWROOM & PRESENTATION |
| 02/07/2026 - 05/07/2026 | GALERIE ZEITZONE | DISTORTED BORDER / DISTORTED BORDER |
| 02/07/2026 - 05/07/2026 | VOGUE GERMANY | VOGUE CAFÉ |
| 03/07/2026 - 05/07/2026 | HULFE | 180 DAYS OF KOTTI – SHOWROOM |
| 02/07/2026 - 05/07/2026 | IBRAHIM LÓPEZ COUTURE | ANA ELENA D'ORLÉANS – DAS LETZTE KORSETT |
| 03/07/2026 - 05/07/2026 | METAMORPHOSIS | FASHION COUNCIL GERMANY |
| 02/07/2026 - 04/07/2026 | TEXTILE LAB.BERLIN | RADICAL COUTURE: FROM THE ARCHIEVES |
| 03/07/2026 - 04/07/2026 | DENNIS CHUENE | NOTHING GREAT IS CREATED ALONE |
| 02/07/2026 - 04/07/2026 | NEOFASHION. | GRADUATE SHOWS |
| 02/07/2026 - 05/07/2026 | OSAMU ARAI | MUSUHI |
| 01/07/2026 - 04/07/2026 | BIKINI BERLIN | BIKINI FASHION FUSION - WALKS, TALKS & THE VIEWS |

## MONDAY, 29.6

| | | |
|---|---|---|
| 12.00 - 21.00 | MYL BERLIN | BERLIN MEETS LONDON (INKL. „SPECIAL EVENT") |
| 13.00 - 19.00 | QUADRAT SHOP POLISH DESIGNERS | SYNTHETIC100%NATURAL / POP-UP EXPERIENCE & ART INSTALLATION |
| 19.00 - 22.00 | VICKI MALONE | AFTER HOURS |

## TUESDAY, 30.6

| | | |
|---|---|---|
| 12.00 - 21.00 | MYL BERLIN | BERLIN MEETS LONDON |
| 12.00 - 19.00 | QUADRAT SHOP POLISH DESIGNERS | SYNTHETIC100%NATURAL: BERLIN POP-UP EXPERIENCE |
| 14.30 - 17.30 | NOCHMALL GMBH | FEDERLEICHT: LICHT TRIFFT FEDERN |
| 19.00 - 22.00 | ACCEPTANCE LETTER | SALON KLEINE HITZE |

## WEDNESDAY, 1.7

| | | |
|---|---|---|
| 12.00 - 21.00 | MYL BERLIN | BERLIN MEETS LONDON |
| 12.00 - 19.00 | QUADRAT SHOP POLISH DESIGNERS | SYNTHETIC100%NATURAL: POP-UP EXPERIENCE & ART INSTALLATION |
| 15.00 - 21.00 | ACCEPTANCE LETTER | SALON KLEINE HITZE |
| 16:00 - 19:00 | GRÜNWASCHEN | SLO(W) FASHION POP-UP |
| 17.00 - 22.00 | PEPE DAYAW | SHOW & TELL |
| 19.00 - 22.00 | GINA MELOSI | HIDDEN SYSTEMS |
| 19.00 - OPEN | BIKINI BERLIN | VIP-OPENING DER SLOW FASHION - POP-UP-BOX |

PICTURE TAKEN AT IOANNES BY INES BAHR FOR BFW

## THURSDAY, 2.7

| | | |
|---|---|---|
| 10.00 - 15.00 | SAHARA GREEN FUTURES LAB | BLUE CROSSROADS: A LIVING DYE LAB |
| 10.00 - 16.00 | ZEHA BERLIN SCHUHDESIGN | BEHIND THE STRIPES - OPENING DES NEUEN ZEHA BERLIN SHOWROOMS |
| 11.00 - 13.00 | LOVED BY LES SOEURS SHOP | FASHION MATINÉE: THE FUTURE OF RETAIL IS HUMAN |
| 11.00 - 16.00 | INSTYLE | INSTYLE LOUNGE |
| 12.00 - 21.00 | MYL BERLIN | BERLIN MEETS LONDON |
| 12.00 - 14.00 | RAUM.BERLIN | FASHION COUNCIL GERMANY |
| 12.00 - 19.00 | QUADRAT SHOP POLISH DESIGNERS | POP-UP EXPERIENCE & ART INSTALLATION BY STACH SZUMSKI |
| 12.00 - 20.00 | H&M PRE-LOVED | THE CURIOSITY OF WHAT'S IN BETWEEN' |
| 13.00 - 20.00 | LOU DE BÈTOLY | POP UP GALLERY LOU DE BÈTOLY |
| 14.00 - 18.00 | OSAMU ARAI (ARAI) | MUSUHI |
| 14.00 - 20.00 | ALEXEJ BALLACH | TEMPORARY SHOWROOM - CURATED FASHION EXHIBITION |
| 14.00 - 20.00 | 3AIN BY ALIA ASAAD | CONTEMPORARY FASHION SHOWROOM & SIDE EVENT |
| 15.00 - 16.30 | GINA MELOSI | FORGE YOUR OWN SILVER RING |
| 15.00 - 21.00 | ACCEPTANCE LETTER | SALON KLEINE HITZE |
| 15.00 - 19.00 | AZEA ZALEA | OUT OF PLACE - HOMECOMING |
| 15:00 - 19:00 | GRÜNWASCHEN | GREENWASHING3000 |
| 15.30 - 19.00 | VOGUE GERMANY | VOGUE CAFÉ |
| 16.00 - 21.00 | ATELIER STEFANI | LEATHER CRAFT WORKSHOP |
| 16.00 - 21.00 | PLATTE | FABRIC AT PLATTE POP-UP OPENING NIGHT |

ALL INFORMATION AND RSVP/TICKET LINKS UNDER STUDIO2RETAIL.BERLIN/EVENTS

TAG US ON INSTAGRAM @STUDIO2RETAIL OR JUST SEND US YOUR IMPRESSIONS VIA DM.

16.30 – 18.45 NEO.FASHION.
NEO.FASHION OPENING & NEXT.LEVEL NETWORK MEETING

17.00 – 18.30 BIKINI BERLIN, STUDIO AMARAN CREATIVE
BUCHVORSTELLUNG AMARAN – LEBENSTEXTUREN

17.00 – 22.00 JOHANNA KEIMEIYER X RARE STORE & COLLECTIVE
EXHIBITION OPENING. FLUID STATES. ART MEETS FASHION

18.30 – 19.30 BIKINI BERLIN
PANEL TALK CONSCIOUS FASHION / CONCEPT SHOPPING

18.00 – 22.00 KEYI MAGAZINE X STUDIO 5
KEYI MAGAZINE X STUDIO 5

18.00 – 22.00 GALERIE ZEITZONE
DISTORTED BORDER

18.00 – 20.00 IBRAHIM LÓPEZ COUTURE
ANA ELENA D'ORLÉANS – DAS LETZTE KORSETT

19.00 NEO.FASHION.
NEO.FASHION. INTERNATIONAL SCHOOLS

20.00 – 22.00 TEXTILELAB.BERLIN FEAT. RADIKAL COUTURE
RADIKAL COUTURE: FROM THE ARCHIVES

20.00 – 23.00 VANESSIUM AFTERPARTY
VANESSIUM X BERLIN FASHION WEEK WELCOME NIGHT

20.30 NEO.FASHION.
NEO.FASHION. INTERNATIONAL: FASHION ART TORONTO

22.00 – 03.00 DAWID TOMASZEWSKI
BEGINNING OF FASHION WEEK PARTY

# FRIDAY, 3.7

10.00 – 18.00 IOANNES
THE SALON

11.00 – 12.30 GINA MELOSI
SCULPT YOUR OWN SILVER EAR CUFF

12.00 – 14.00 RAUM.BERLIN
FASHION COUNCIL GERMANY

12.00 – 18.00 ACCEPTANCE LETTER
SALON KLEINE HITZE

12.00 – 20.00 H&M PRE-LOVED
THE CURIOSITY OF WHAT'S IN BETWEEN'

12.00 – 19.00 QUADRAT SHOP POLISH DESIGNERS
POP-UP EXPERIENCE & ART INSTALLATION BY STACH SZUMSKI

12.00 – 21.00 MYL BERLIN
BERLIN MEETS LONDON

13.00 – 00.00 ROMMEL.BERLIN,
PYROMANIAC FEAT.LESS.JART, INLE.STUDIO, BITE STUDIO, ROTTEN JEWELRY, COSIC, L'ATELIER MÉNAGE À TROIS, MACHTVOLL

13.00 – 20.00 LOU DE BÈTOLY
POP UO GALLERY LOU DE BÈTOLY

13.00 – 17.00 FASHION COUNCIL GERMANY, EBAY
METAMORPHOSIS TALKS – CIRCULARITY & SUSTAINABILITY DAY 1

13.00 – 19.00 VOGUE GERMANY
VOGUE CAFÉ

13.00 – 13.30 NEO.FASHION.
HOCHSCHULE MACROMEDIA BERLIN & HAMBURG GRADUATE SHOW

14.00 – 14.30 NEO.FASHION.
HOCHSCHULE NIEDERRHEIN GRADUATE SHOW

14.00 – 20.00 ALEXEJ BALLACH
TEMPORARY SHOWROOM – CURATED FASHION EXHIBITION

14.00 – 18.00 OSAMU ARAI (ARAI)
MUSUHI

14.00 – 20.00 STUDIO K36
STUDIO K36 X RAVEMORE BERLIN | JEWELLERY POP-UP & OPENING EVENT

14.00 – 22.00 3AIN BY ALIA ASAAD
CONTEMPORARY FASHION SHOWROOM & PRESENTATION

15.00 – 21.00 DENNIS CHUENE
NOTHING GREAT IS CREATED ALONE

15.00 – 17.00 RADIKAL COUTURE
TEXTILELAB.BERLIN PRESENTS – RADIKAL COUTURE: FROM THE ARCHIVES

15.00 – 20.00 BUKI AKOMOLAFE
BUKI AKOMOLAFE: 10 YEARS ANNIVERSARY EXHIBITION

15.30 – 16.00 NEO.FASHION.
GRADUATE SHOW HTW BERLIN

16.00 GALERIE ZEITZONE
DISTORTED BORDER

16.00 – 18.00 BIKINI BERLIN
SLOW FASHION WORKSHOP FRINGE UP!

16.00 – 18.00 MVDHAM FLAGSHIP STORE
MVDHAM INVITES... LAX CYCLES

16.00 – 19.00 PLATTE
CREATE LATEX COUTURE WITH MARLON FERRY

16:00 – 22:00 KLEIDEREI X WALLAWALLA
STORIES WE CARRY

16.30 – 17.00 NEO.FASHION.
GRADUATE SHOW HOCHSCHULE HANNOVER

16.30 – 19.30 NOCHMALL GMBH
COLLAGE 2 GO. EINKAUFSTASCHE DELUXE

17.00 – 22.00 SELECTED SLOVENIAN FASHION BRANDS
LJUBLJANA FASHION WEEK: ON BOARD BERLIN

18.00 – 18.45 NEO.FASHION. – COLLECTIVE GRADUATES SHOW
HOCHSCHULE REUTLINGEN & BURG GIEBICHENSTEIN, HALLE

18.00 – 21.00 DANIEL KUJAWA
DELIGHTFUL NEWS FOR SOMEONE WHO CARES SHOW

18.00 – 20.00 IBRAHIM LÓPEZ COUTURE
ANA ELENA D'ORLÉANS – DAS LETZTE KORSETT

19.00 – 19.30 NEO.FASHION.
GRADUATE SHOW HOCHSCHULE PFORZHEIM

19.00 – 22.00 VICKI MALONE
AFTER HOURS

19.00 – 21.00 HEROINKIDS
HEROINKIDS — THE RITUAL RUNWAY SHOW

20.00 – 21.00 HULFE
180 DAYS OF KOTTI – RUNWAY PERFORMANCE

20.30 – 21.00 NEO.FASHION. – COLLECTIVE GRADUATES SHOW
AKADEMIE MODE & DESIGN BERLIN, HAMBURG, DÜSSELDORF, MÜNCHEN, WIESBADEN

21.00 – 02.00 PERLENSAU
RUNWAY SHOW & 10 YEARS CELEBRATION @ BAR TAUSEND

21.00 – 02.00 NETZWERK
NETZWERK SS27 »ANA« SHOW+CONCERT AND AFTERSHOW PARTY

21.30 – 22.00 NEO.FASHION.– COLLECTIVE GRADUATES SHOW
HOCHSCHULE BIELEFELD & HOCHSCHULE HAMBURG

22.00 – 06.00 CORPORATE PRAYER
CORPORATE PRAYER – BERLIN FASHION WEEK AFTERPARTY

# SATURDAY, 4.7

10.00 – 18.00 IOANNES
THE SALON

10.00 – 19.00 VOGUE GERMANY
VOGUE CAFÉ

11.00 – 13.00 RAUM.BERLIN
FASHION COUNCIL GERMANY

11.00 – 18.00 MVDHAM FLAGSHIP STORE
MVDHAM INVITES... LAX CYCLES

12.00 – 21.00 DENNIS CHUENE
NOTHING GREAT IS CREATED ALONE

12.00 – 20.00 H&M PRE-LOVED
THE CURIOSITY OF WHAT'S IN BETWEEN'

12.00 – 20.00 BIKINI BERLIN
FASHION FUSION FASHION SHOW

12.00 – 18.00 BERLINATE8
BERLINATE8

12.00 – 20.00 SHOP RADICAL
RADICAL FASHION WEEK MARKET

12.00 – 18.00 RICHERT BEIL
RICHERT BEIL STORE OPENING

12.00 – 18.00 HULFE
180 DAYS OF KOTTI – SHOWROOM

12.00 – 22.00 #DAMUR
TECHNO SLUTS

12.00 – 21.00 MYL BERLIN
BERLIN MEETS LONDON. SPECIAL EVENT

12.00 – 19.00 QUADRAT SHOP POLISH DESIGNERS
POP-UP EXPERIENCE & ART INSTALLATION BY STACH SZUMSKI

13.00 – 17.00 FASHION COUNCIL GERMANY, EBAY
METAMORPHOSIS TALKS – CIRCULARITY & SUSTAINABILITY DAY 2

13.00 – 20.00 LOU DE BÈTOLY
POP UP GALLERY LOU DE BÈTOLY

13.00 – 19.00 BUKI AKOMOLAFE
BUKI AKOMOLAFE: 10 YEARS ANNIVERSARY EXHIBITION & WORKSHOP

14.00 – 22.00 ML HEART
DEBUT EXHIBITION + LIVE ACTS

14.00 – 22.00 3AIN BY ALIA ASAAD
CONTEMPORARY FASHION SHOWROOM & PRESENTATION

14.00 – 21.00 PIPAL
PIPAL BRAND LAUNCH – INHERITED: THE POP UP

14.00 – 22.00 ALEXEJ BALLACH
TEMPORARY SHOWROOM – CURATED FASHION EXHIBITION

14.00 – 22.00 GALERIE ZEITZONE
DISTORTED BORDER

14.00 – 19.00 HE BOUTIQUE BLN
DARE TO BE!

14.00 – 18.00 OSAMU ARAI (ARAI)
MUSUHI

14.00 – 21.00 SONNENKIND DESIGN
SONNENKIND FASHION SHOW & UPCYCLING DESIGNER MARKET

15.30 – 16.00 NEO.FASHION.
DIGITAL FASHION PANEL

16.00 – 22.00 STUDIO 55
SPÄTDATE

18.00 – 19.00 NEO.FASHION.
NEO.FASHION BEST GRADUATE AWARD SHOW

17.00 – 22.00 HELENA STÖLTING
I LOVE DIRT

18.00 – 20.00 IBRAHIM LÓPEZ COUTURE
ANA ELENA D'ORLÉANS – DAS LETZTE KORSETT

18.30 – 23.00 ĆOSIĆ X STORRVELDI
REQUIEM FOR A DREAM

21.00 – 23.30 ESTHER PERBANDT
BLACKHEARTS

22.00 – 06.00 OBECTRA
10 YEAR ANNIVERSARY BALL

# SUNDAY, 5.7

10.00 – 19.00 VOGUE GERMANY
VOGUE CAFÉ

11.00 – 18.00 HUMAN TOUCH
STUDIO VISIT

12.00 – 18.00 GALERIE ZEITZONE
DISTORTED BORDER

12.00 – 21.00 MYL BERLIN
BERLIN MEETS LONDON, SPECIAL EVENT

12.00 – 17.00 ANOTHER POP-UP
ANOTHER POP-UP

12.00 – 14.00 RAUM.BERLIN
FASHION COUNCIL GERMANY

12.00 – 18.00 HULFE
180 DAYS OF KOTTI – SHOWROOM

13.00 – 20.00 LOU DE BÈTOLY
POP UP GALLERY LOU DE BÈTOLY

13.00 – 17.00 FASHION COUNCIL GERMANY, EBAY
METAMORPHOSIS TALKS – CIRCULARITY & SUSTAINABILITY DAY 3

13.00 – 18.00 FRATZ.STUDIO
DEADSTOCK YARN SALE + LIVE MACHINE KNITTING

13.30 – 14.15 PLAID-À-PORTER
UNSEASONAL – A LOVE LETTER TO CHILDHOOD SEASONS

14.00 – 18.00 ALEXEJ BALLACH
TEMPORARY SHOWROOM – CURATED FASHION EXHIBITION

14.00 – 22.00 THERAPY RECYCLE AND EXORCISE
DYSTOPIAN GAMES RUNWAY SHOW

14.00 – 18.00 3AIN BY ALIA ASAAD
CONTEMPORARY FASHION SHOWROOM & PRESENTATION

12.00 – 22.00 PASSE PAR 2
PASSE PAR2 DOES BERLIN FASHION WEEK

15.00 – 23.30 AIANADI
THE CHORUS FASHION THEATRE & POP-UP

16.00 RITUAL UNIONS X GINA MELOSI
CEREMONY — A LIVE FASHION INSTALLATION

18.00 – 23.00 ENDYMA
ENDYMA – A LIBRARY OF FASHION / DOCUMENTARY PREMIERE

18.00 – 21.00 MYSTYLE-EVENTS
SATISFASHION BERLIN

18.00 – 20.00 IBRAHIM LÓPEZ COUTURE
ANA ELENA D'ORLÉANS – DAS LETZTE KORSETT

18.30 – 19.10,
20.30 – 21.10 ARAI
MUSUHI

18.30 – 03.00 ANN GALÉ BERLIN AND HOUSE OF WALK
WALK ON

BERLIN FASHION WEEK