

# GERMAN ITALIAN FASHION EXPERIENCE 2021 BUYERS GUIDE



Camera Nazionale della Moda Italiana



Ministero degli Affari Esteri  
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY



FASHION  
COUNCIL  
GERMANY

# BUYERS GUIDE

**GERMAN ITALIAN FASHION EXPERIENCE 2021**

A SPECIAL PARTNERSHIP BETWEEN  
GERMANY AND ITALY



## DEAR READER,

we are glad to welcome you to our German Italian Fashion Experience!

The Italian Trade Agency (ITA) is a government agency, in accordance with the Ministry of Foreign Affairs and International Cooperation, that supports the business development of Italian companies abroad with a wide network of nearly 80 offices worldwide.

By partnering with industry leaders ITA showcases the high quality of Made in Italy brands on a global scale and focuses on craftsmanship and unparalleled know-how as the driving forces behind Italian exports.

For this special project the ITA office in Berlin is teaming up with the two leading fashion associations Fashion Council Germany and Camera Nazionale della Moda Italiana.

The unconventional blending of diverse institutions and unexplored ideas within the fashion industry is the crucial element for nurturing the spirit of an ongoing bilateral collaboration.

Like a needle and thread, the German Italian Fashion Experience initiative aims to strengthen the already interwoven partnership between Germany and Italy, represented in this context by the innovative concepts created by 20 fashion designers from both countries who have been given the chance to come closer to a wider audience and exchange market expertise.

Even though the current pandemic has been reshaping the international market structure, the world of fashion has continued to progress with a fierce determination, proof that this period has neither limited people's creativity nor their hunger to share their hopes and desires.

2021 should be approached with renewed optimism as a time for retelling the story among all players engaged in design and manufacture, a chance to gain momentum for the future of fashion and a year for bringing together a deep, enduring and exclusive pool of designers who can redesign the trends of today and tomorrow.

*Francesco Alfano*

Berlin, June 2021 – Director ITA Berlin

# GERMAN ITALIAN FASHION EXPERIENCE

is a bilateral exchange project for fashion designers from Germany and Italy with a focus on sustainability and responsibility. The aim is to support a positive market visibility of the Italian fashion industry on the German market and to create pioneering business opportunities in Germany for the participating brands from Italy. The goal is to get to know the German fashion industry and to foster an innovative network through individual, informal B2B meetings with retail experts and buyers.

In the course of the project, ten Italian and ten German brands will be presenting their signature looks to

international experts. Outfits from the current collections are staged simultaneously in a virtual showroom and in a high-quality film. The participating designers will also take part in digital workshops and webinars focusing on sourcing, distribution, branding, sustainability and media in Germany.

The GERMAN ITALIAN FASHION EXPERIENCE market exploration combines the support of sustainable and responsible design from Germany and Italy with further coaching measures as well as the development of a valuable network within the German fashion market.



Italian Embassy, Berlin





## ITALIAN TRADE AGENCY



Established in 1926, the Italian Trade Agency is a government agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment into Italy. With a comprehensive network of nearly 80 offices worldwide, ITA provides information, assistance, consulting, promotion and training to Italian SMEs. It uses cutting-edge multi-channel promotion tools and partnerships with industry leaders to showcase the excellence of Made in Italy throughout the world. Each year ITA organises around 900 promotional events worldwide: from trade fair participations, seminars, B2B meetings and market research to communication campaigns promoting Made in Italy.

The marketing brand Made in Italy has become a driving force for Italian exports, whose core values of craftsmanship and attention to detail guarantee uniqueness and premium quality.



## CAMERA NAZIONALE DELLA MODA ITALIANA

Camera Nazionale della Moda Italiana (CNMI) is a non-profit association that, since its foundation in 1958, exists to safeguard the development of Italian fashion and promote its image in Italy and elsewhere. With 114 associates for 230 brands, CNMI represents over 50% of the turnover of the entire fashion industry, which employs over 1.1 million people across industry, commerce, and services in Italy.


CNMI's members include some of the biggest names in Italian fashion, such as Armani, Bottega Veneta, Dolce & Gabbana, Emilio Pucci, Ermenegildo Zegna, Etro, Fendi, Gucci, Max Mara, Missoni, OTB, Prada, Roberto Cavalli, Salvatore Ferragamo, Trussardi, Valentino, and Versace.

Camera Nazionale della Moda Italiana members enjoy numerous services, as well as being able to take part in all the association's events and activities.

CNMI's mission is to support the entire Italian fashion industry worldwide by fostering and maintaining institutional relationships and communicating our values and activities. One of our most important initiatives is organising the Milan Fashion Weeks. Moreover, CNMI is the leader of sustainability in the industry with numerous roundtables, the publication of guidelines for the sector, the annual organisation of the International Round Table of Sustainability, and the Green Carpet Fashion Awards Italy.

CNMI's operating strategy and development are based on the following five pillars: sustainability, training programmes, promoting young designers, digitisation, and storytelling.

Fashion Council Germany e. V. is the patron of fashion "designed in Germany" – to strengthen the German fashion and design landscape for a visionary, technological and sustainable future in a global market. Founded in January 2015 in Berlin on the initiative of national industry experts, the FCG promotes German design as a cultural and economic asset and supports young designers from Germany. To achieve this goal, the FCG focuses on education, sustainability and fashion technology as well as promoting interdisciplinary dialogue and networking. Therefore, the Fashion Council carries out essential lobbying work in politics, business and culture, aims for visibility and emphasises the global relevance of German fashion design and production on the national and international stage.



## FASHION COUNCIL GERMANY



# GERMAN DESIGNERS



**ANTONIA ZANDER**  
ANTONIA ZANDER



**BUKI AKOMOLAFE**  
BUKI AKOMOLAFE



**MELANIE FAULHABER**  
FAULHABER PRODUCTS



**JULIA LEIFERT**  
JULIA LEIFERT



**LARA KRUDE**  
LARA KRUDE



**TINA LUTZ MORRIS**  
LUTZ MORRIS



**NATASCHA VON HIRSCHHAUSEN**  
NATASCHA  
VON HIRSCHHAUSEN



**JULIA NINA**  
ICKERT  
REIN



**ASHLEY MARC HOVELLE**  
OFT



**ANTONIA GOY, BJÖRN KUBEJA**  
WORKING TITLE



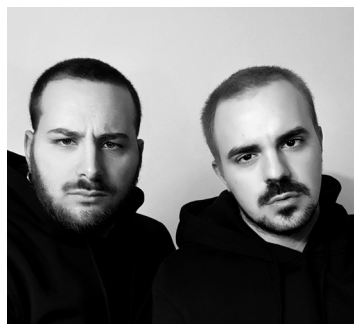
# ITALIAN DESIGNERS



**AMATO DANIELE**  
AMATO DANIELE



**PINA PIROZZI,  
VINCENZO DELLA VALLE**  
APNOEA



**STEFANO  
PASQUALE**  
DASSÙ

**DASSÙ  
AMOROSO**  
AMOROSO



**FRANCESCO GENTILE,  
CHIARA CATONE**  
GENTILE CATONE



**GILBERTO CALZOLARI**  
GILBERTO CALZOLARI



**LULÙ POLETTI, ANNA POLETTI**  
MELAMPO



**FRANCESCA CHIOCCIOLINI,  
MICHELE CHIOCCIOLINI**  
MICHELE CHIOCCIOLINI



**SIMONA  
MRZ**  
MARZIALI



**FRANCESCO CABRINI,  
DAVIDE GRILLO**  
RADICA STUDIO



**TIZIANO GUARDINI**  
TIZIANO GUARDINI



# ANTONIA ZANDER

*“Using the term sustainability as a marketing tool and using it in an inflationary way represents something deeply immoral for me. Until the fashion industry really acts sustainably, every label should at least try to get closer to this goal with small steps: don't talk - just do!”*



ANTONIA ZANDER

grew up between cashmere cones. Her mother paved the way for her in the 1980s and founded the label with an uncompromising demand for the highest quality and profound craftsmanship. Since 2005, Antonia herself stands for this philosophy and still knits in Italian family manufactories.





# BUKI AKOMOLAFE

BUKI AKOMOLAFE

Berlin-based label Buki Akomolafe was founded in 2016 by designer Buki Akomolafe. The high-end label stands for contemporary fashion and design, with precise cuts that embody the best of two worlds - a classically clean tailoring made in Europe paired with shapes and traditional craftsmanship from the African continent. Buki Akomolafe stands for diversity, equality, fair and ethical trade, sustainable slow clothing and female empowerment.



*"I'm a big fan of seasonless fashion, that's what i do actually.  
I only create one collection a year and i don't think in seasons.  
I think in pieces that are timeless and of high quality.  
And I believe that's also the future of fashion.*

*"I want to build bridges between two contrasting worlds.  
The collection is a shift between genders, between identities."*





# FAULHABER PRODUCTS

## FAULHABER PRODUCTS

Since 2017 Faulhaber Products has epitomised longevity and quality, creating accessories and authentic accompaniments to this claim. The brand is dedicated to genuine luxury through transparency and a responsible use of resources - from origin to final product. Timeless products that become the legacy of the next generation.



*"Created to become your daily companion."*





# JULIA LEIFERT

JULIA LEIFERT

Sustainable luxury fashion is her passion, the vision to change something her drive. In 2014, while still studying fashion management, she founded her brand Philomena Zanetti, a tribute to her great-grandmother and the reawakening of awareness for the value of fashion craftsmanship. Philomena Zanetti stands for “sustainable luxury” like no other brand.



*“Slow luxury fashion for intellectual, confident and independent women with a fine sense of subtle femininity and elegance. Her unconventional nonchalance is part of her unique and authentic nature.”*





# LARA KRUDE

## LARA KRUDE

founded her eponymous label in 2018, developing collections based on traditional craftsmanship that give space to both the body and the fabric. The Hamburg-based designer focuses on an appreciation of materials and workmanship, while her understated designs create a casual elegance and abstract femininity.



*“Easy elegance and abstract femininity with timeless pieces supporting women to feel like their best selves – strong, independent and always curious.”*





# LUTZ MORRIS

## LUTZ MORRIS

creates luxury leather goods that are painstakingly made by hand in Germany, and won the 2020 Sustainability Award of the FGI (Fashion Group International) in New York. After decades of working outside her home country, founder Tina Lutz Morris returned to her roots to create a timeless product based on her professional commitment to these core values.



*“Tina Lutz Morris returned to her roots to create a timeless product based on her professional commitment to those core values: responsible production, artisanship and altruism.”*





# NATASCHA VON HIRSCHHAUSEN

NATASCHA VON  
HIRSCHHAUSEN

The premium fashion label Natascha von Hirschhausen stands for simple, elegant designer fashion that is radically sustainable and produced in Berlin according to the zero-waste principle. In 2017, the brand was awarded the Bundespreis Ecodesign for its innovative and consistent sustainability concept.



*"Sustainability is the key  
to a new era in fashion."*

# NINA REIN

NINA REIN

stands for sustainable and fairly produced business fashion for women. The collections convince not only with their organic quality, but also with their timeless, feminine design.



*"I love my job and feel obliged to define design and sustainability as the new standard for the textile industry."*



# OFTT

OFTT

We have created OfTT with lasting quality and thoughtful design at the right price. The collection focuses on fit and fabric and ranges from t-shirts to coats. Each product is made with sustainable fabrics and manufacturing processes, so it's better for you and the environment.



*"In essence, I've created an anti-consumerist fashion brand - the idea of buying less and wearing more often."*





# WORKING TITLE



## WORKING TITLE

The working title brand was founded in 2018 by fashion designer Antonia Goy and architect Björn Kubeja. Influenced by their many years of experience, the duo combines high-end aesthetics and quality with sustainability.

*“Working title believes in seasonless and timeless styles that are meant to build a wardrobe and that can accompany the wearer for a long time.”*





# AMATO DANIELE

AMATO DANIELE

The brand offers a wide range of bags, footwear and accessories, all 100% Made in Italy. Unique materials, traditional workmanship, liners and leather soles of a signature electric blue guarantee quality without compromise. This trade has been handed down through generations with the aim of bringing to life exclusive artefacts entirely handmade in Italy, applying our know-how to enhance the elegance of the bearer thanks to their outstanding design and the utmost attention to detail.



*"I think it's very interesting to explore the links between Italy and Germany on a creative side. This project will allow Italian artisanal know-how and my work to be better acknowledged and, at the same time, it's also a great opportunity for us to get to know a new market and expand our networking."*





# APNOEA



APNOEA

is a temporary and voluntary  
interruption of life and flow of time.

*“When we were invited to take part in the German Italian Fashion Experience project, we were immediately enthusiastic about this great opportunity to introduce our brand to the German market. We appreciated and share the goal of celebrating the know-how and quality of Made in Italy and the sustainability of craftsmanship. For us it’s also a message of confidence in the future, despite the difficult times that we’re all facing, and a confirmation of the commitment of the entities involved in supporting a young fashion brand.”*





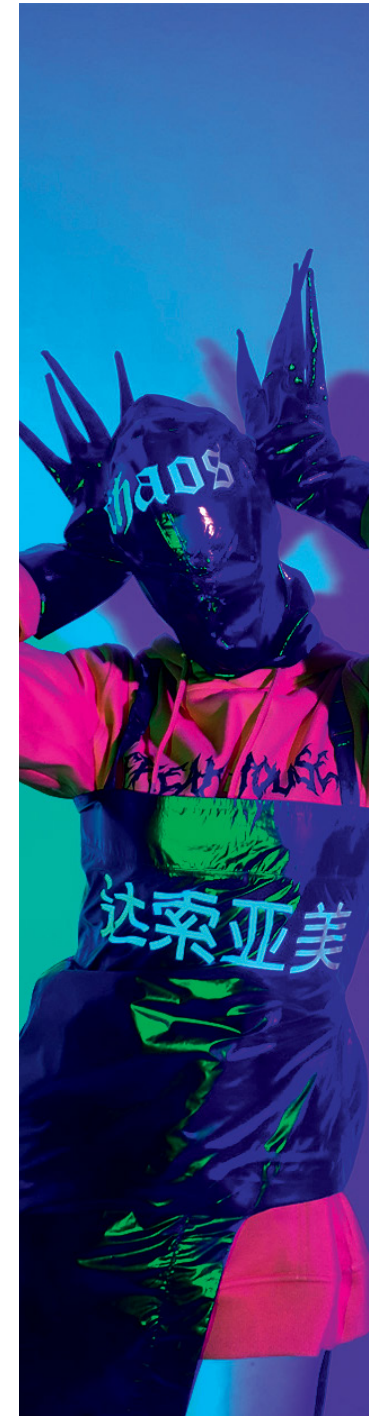
# DASSÙYAMOROSO

DASSÙYAMOROSO

A genderless brand born from a vision of an inclusive society and the desire to express themselves without barriers and prejudices. Selected by Camera Nazionale della Moda Italiana and Vogue Italia in September 2020 to participate in the "Fashion Hub market", earning plaudits from buyers and the international press. In February 2021 the brand was chosen as one of the "Designers for the Planet" thanks to its innovative and contemporary approach to sustainability while maintaining a strong stylistic identity and a deep sensitivity to social issues.



*"In chaos, you need to be truly you.  
Freewear is a state of mind."*





# GENTILE CATONE



GENTILE CATONE

Launched in September 2017, a fascinating combination of the designers' intuitions and the Made in Italy tradition. A kaleidoscope of delicate inspirations and futuristic visions, mutual experiences and exchanges, Gentile Catone creates sophisticated patterns, shaping its very own multifaceted world, in

which nostalgic taste, contemporary excitement and daring romanticism find their discordant harmony: precious details, finishing touches, high-quality fabrics, especially silk, and a never-ending striving to combine shapes and prints.

*"We're very glad to be part of this intriguing initiative; we believe it will be a great opportunity for growing and learning the trade strategies useful for entering the German market."*





# GILBERTO CALZOLARI

GILBERTO  
CALZOLARI

The style of Gilberto Calzolari is represented by a glamorous and timeless design expressed in a refined silhouette of clean lines, exquisite retro details and unexpected combinations. Precious fabrics, complemented by the highest quality in production techniques and tailoring craftsmanship, bear the hallmarks of a brand with a strong identity and code of ethics in tune with the needs of contemporary living. Where innovation and environmental sustainability meet the creativity and elegance for which Made in Italy is renowned throughout the world, against the prevailing practices of today's fast fashion.



*"I'm extremely happy to take part in the German Italian Fashion Exchange 2021. It's a wonderful opportunity to present to an important market like the German one my sustainable fashion focused on conscious glamour and the encounter between ethics and aesthetics."*





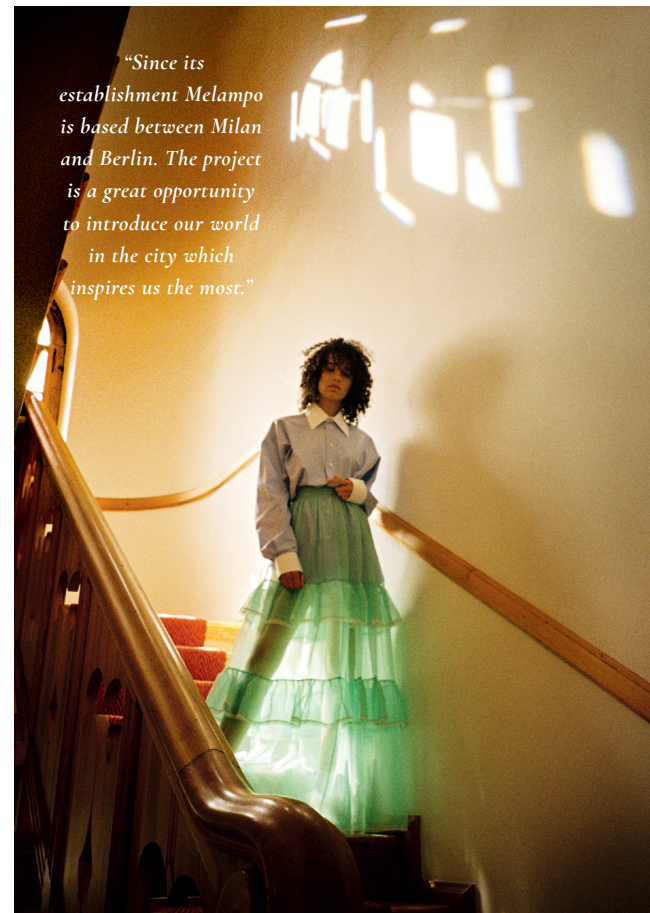
# MELAMPO



## MELAMPO

Ideas spring from Berlin, the cradle of the indie European culture, and arrive in Italy where they come to life in garments with the careful wisdom and the pursuit of perfection of Made in Italy craftsmanship. All styles are produced in Italy in the family factory and the entire process from creation to realisation of each individual garment is personally followed up by Lulú and Anna together with all the family members. A strong ethical sense intrinsic to the values of Made in Italy is strengthened by the choice of sustainable

raw materials and excellent suppliers. A distinctive point of Melampo is wide-ranging research into garment construction techniques and details which take inspiration from the Victorian age as well as from pop culture. Most of the styles are made with upcycled fabrics, which reduces waste by using premium-quality fabrics derived from stock from previous seasons. With the aim of making fashion sustainable they produce garments that have been ordered by the customers.





# MICHELE CHIOCCIOLINI

MICHELE  
CHIOCCIOLINI

Always attached to his homeland, he decided to create his pieces in Tuscany at kilometre zero, in small workshops, where social sustainability takes first place, always using the highest quality leather, but choosing from existing stock, so as not to have to produce other material from scratch. To this Michele has added a customised made-to-order service. Created from a perspective that refuses to slavishly follow the dictates of fashion and its seasonality, but going with a different flow to tailor continuous pieces that suit our most intimate needs. All this against the backdrop of a circular and sustainable economy, a need that Michele and Francesca feel deeply because they are convinced that human sustainability in the first place is an essential value to be in harmony with the beauty that surrounds us every day and everywhere. The search for beauty is not an end in itself, but rather a means for creating unique pieces that can satisfy the growing demand for products with a nobility and authenticity of soul.



*"It's always great to participate in new projects especially when they open us to markets that we don't know. In addition, in this case it's an all-round project, from sales to marketing."*





# MRZ

MRZ

MRZ is a fashion brand established in 2012 by the Italian designer Simona Marziali, forming a partnership with the family company that boasts over 40 years of unrivalled experience in the knitwear sector. Able to interpret the latest fashion trends in an original and refined way, MRZ aims at the independent woman with a desire for everything contemporary and immediate. It introduces a contemporary proposal where sportswear elements meet femininity and tailoring, together with unusual use of knit, the DNA of the brand. In July 2018 “Vogue Talents” picked MRZ as one of the best new brands and Simona Marziali was awarded first prize in the new talents competition “Who’s On Next?”.



*“Participation in the German Italian Fashion Exchange 2021 event is certainly an important showcase for the brand and an opportunity to expand our commercial network to the German market with the hope of advertising the MRZ garments that represent Made In Italy manufacturing and quality.”*





# RADICA STUDIO

## RADICA STUDIO

Radica Studio crafts objects on the basis of creative re-use. The aim is an ethical approach to renew and re-invent existing archive and scrap materials by creating something new and luxurious without mass-producing, but even reducing unused archives and stocks of our finest Made in Italy suppliers, bonding the new life we give to our materials to eternity. Radica Studio explores the strength of simple shapes that speak to a discreet authenticity while referencing classic Italian icons in an irreverent way, in an uncompromising approach to quality.



*"We're grateful to be taking our Radica Studio aesthetic vision to the German market with which we share a love for realness and qualitative excellence. For this we thank the collaboration between Italian Camera Moda that has always supported us, as well as the German Fashion Council."*





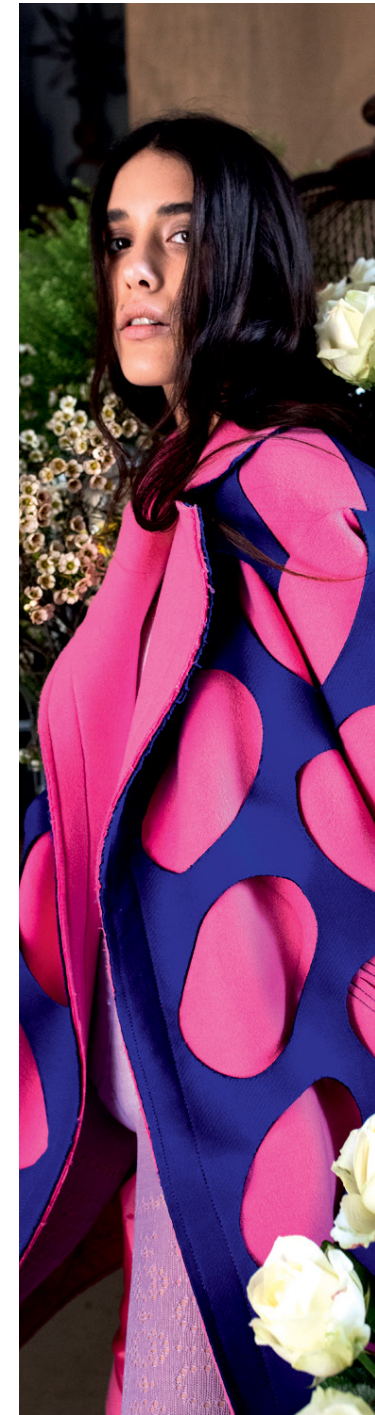
# TIZIANO GUARDINI

TIZIANO GUARDINI

A brand that has always been interested in research in all its forms – the searching for materials, productions, forms and contents. An ethical and aesthetic research. A new way of conceiving couture, which skilfully blends craftsmanship and innovation. Nature as an origin and end point keeps all its characteristics intact, turning into a luxury and modern product that is intangible and tactile at the same time. He was the first to win, in September 2017, the “Franca Sozzani, Green Carpet Fashion Award” and in October of that year the “Peta Couture Award.”



*“We can choose to consider ourselves individuals and move around the world without any reflection, or we can reconnect ourselves to the ancient initiation rite that brought the body into a collective consciousness: dance. A garment that once worn becomes a prerequisite for change. The music starts, the body moves and the mind abandons its dominance, letting itself go wild to the cheeky colours, so dear to Mother Nature. From the iridescent feathers of birds of paradise to the thousand and one shades of red embodied in clay. That’s why the theme of the movement ‘It’s Time to Dance’ is an invitation to the dance of life, to release karma, to actively participate in the lucid awakening of the planet, and is also the title of this new chapter of my work, where the collection becomes an attempt to create an interconnected language with our planet, so that we can return to making products in harmony with life.”*



# CONTACT & SHOWROOM

## ANTONIA ZANDER

WÖRTHSTR. 18A  
81667 MÜNCHEN  
  
info@antoniazander.de  
www.antoniazander.com

## BUKI AKOMOLAFE

HEIMSTR. 17  
10965 BERLIN  
  
hello@bukiakomolafe.com  
www.bukiakomolafe.com

## FAULHABER PRODUCTS

KALCHENBACHWEG 1  
87549 RETTENBERG  
  
info@faulhaber-products.com  
www.faulhaber-products.com

## JULIA LEIFERT

GIESEBRECHTSTR. 6  
10629 BERLIN  
  
info@julialeifert.com  
www.julialeifert.com

## LARA KRUDE

EIMSBÜTTELER STR. 62  
22769 HAMBURG  
  
contact@larakrude.com  
www.de.larakrude.com

## LUTZ MORRIS

service@lutzmorriss.com  
www.lutzmorriss.com

## NATASCHA VON HIRSCHHAUSEN

KIAUTSCHOUSTR. 14  
13353 BERLIN  
  
info@nataschavonhirschhausen.com  
www.nataschavonhirschhausen.com

## NINA REIN

WALLBERGSTR. 36  
81539 MÜNCHEN  
  
service@ninarein.com  
www.ninarein.com

## OFTT

ODERBERGER STR. 37  
10435 BERLIN  
  
hello@often.world  
www.oftt.world

## WORKING TITLE

HEIDESTR. 46-52  
10557 BERLIN &  
5 RUE RENÉ BOULANGER  
75010 PARIS  
  
hello@workingtitlestudios.com  
www.workingtitlestudios.com

## AMATO DANIELE

info@amatodanieleshoes.com  
www.amatodaniele.com

## APNOEA

info@maisonapnoea.com  
www.maisonapnoea.com

## DASSUYAMOROSO

info@dassuyamoroso.com  
www.dassuyamoroso.com

## GENTILE CATONE

sales@gentilecatone.com  
www.gentilecatone.com

## GILBERTO CALZOLARI

info@gilbertocalzolari.com  
www.gilbertocalzolari.com

## MELAMPO

mlp@melampo.eu  
www.melampo.eu

## MICHELE CHIOCCIOLINI

info@michelechiocciolini.it  
www.michelechiocciolini.com

## MRZ

info@tomas.it  
www.mrz-official.com

## RADICA STUDIO

radicastudio.contact@gmail.com  
www.radicastudio.online

## TIZIANO GUARDINI

contact@tizianoguardini.com  
www.tizianoguardini.com





For further information about contacts or products from Italian companies regarding this project or for any other future requests, please don't hesitate to contact our offices:

**BERLIN OFFICE  
ITALIAN TRADE AGENCY**

SCHLÜTERSTR.39  
10629 BERLIN  
GERMANY

[konsum.berlin@ice.it](mailto:konsum.berlin@ice.it)  
[ice.it/en/](http://ice.it/en/)

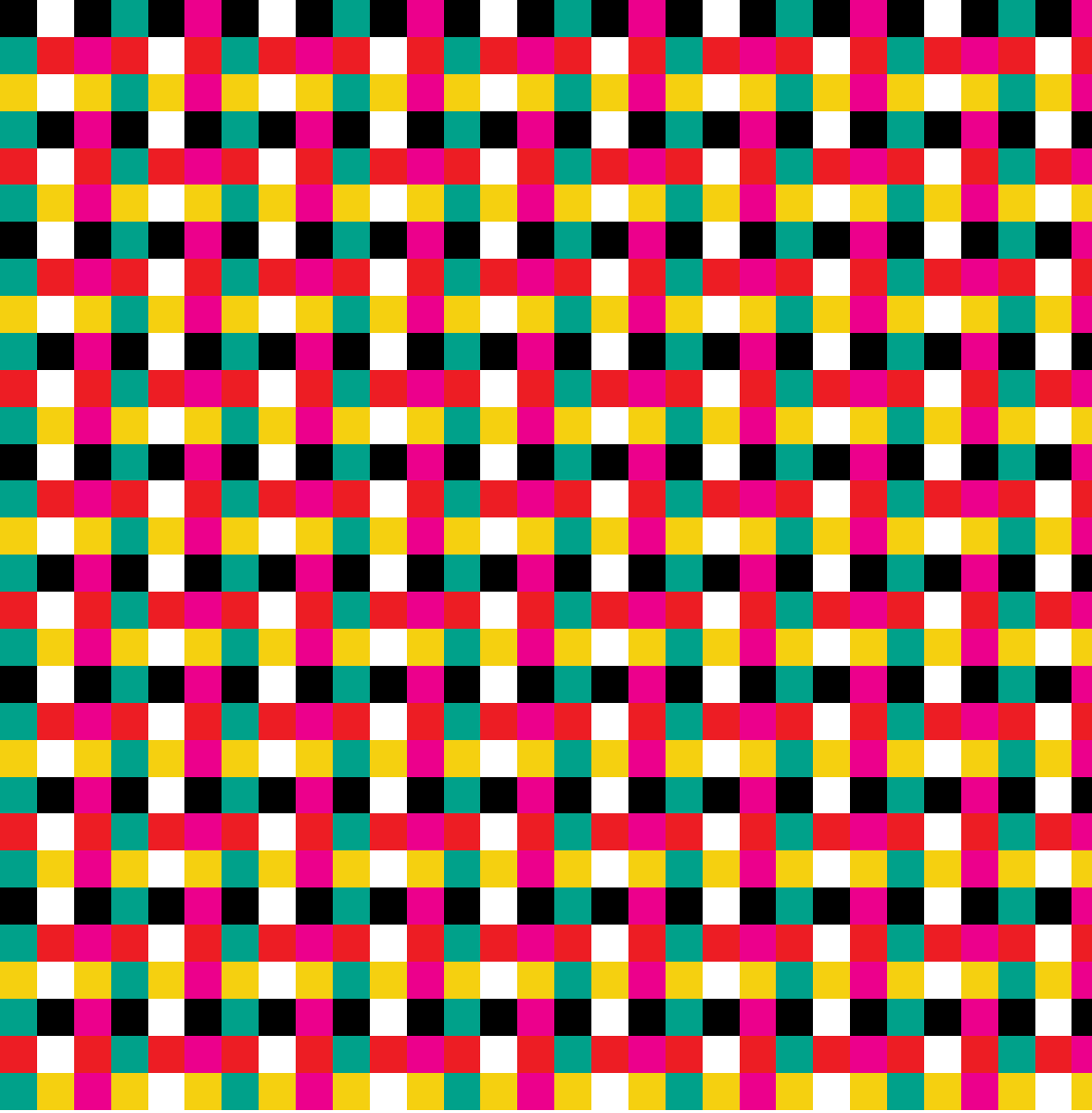
**HEADQUARTERS  
ITALIAN TRADE AGENCY**

VIA LISZT 21  
00144 ROME  
ITALY

[beni.consumo@ice.it](mailto:beni.consumo@ice.it)  
[ice.it](http://ice.it)

A Nowadays GmbH production on behalf of ICE, Italian Trade Agency.  
Key Visual Illustration by Bendix Bauer.





Camera Nazionale della Moda Italiana



Ministero degli Affari Esteri  
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY



FASHION  
COUNCIL  
GERMANY