

Mercedes-Benz Fashion Week Berlin Spring/Summer 2009 underway

Press Information

Kim Cattrall and Eva Padberg tour Berlin in the new Mercedes-Benz GLK

Stuttgart/Berlin. There was an air of “Sex and the City” around the German capital yesterday as the third Mercedes-Benz Fashion Week Berlin got underway. In picture-perfect form, Kim Cattrall – alias Samantha Jones – drove through Berlin in a Mercedes-Benz GLK with top model Eva Padberg at the wheel. Their destination was the Behala Halle in the city’s Westhafen district. There, the two fashion savvy stars attended the HUGO fashion show of Hugo Boss. July 18, 2008



Start Video [here](#) (1.42 min.) or download it [here](#) (25 MB).

Only two short months after the German premiere of the film version of “Sex and the City”, Kim Cattrall has returned to Berlin to take in Mercedes-Benz Fashion Week Berlin for the first time. “I really like Berlin. The city’s so dynamic and creative. It’s just the right place for an international fashion event,” the actress explained. “Since I know the Mercedes-Benz Fashion Week in New York, I was naturally curious about the one here in Berlin – and I love it.” Cattrall had the perfect partner for a tour around the city in the new GLK. Top model Eva Padberg lives in Berlin and is on hand at Mercedes-Benz Fashion Week Berlin as the Mercedes-Benz fashion brand ambassador for the third time.

Twice as many fashion shows

HUGO’s 2009 spring/summer fashion show in Westhafen was the opening event of Mercedes-Benz Fashion Week Berlin, but the week’s main location will be Berlin’s historic Bebelplatz, where German haute couture was born at the beginning of the 20th century. By Sunday, the collections of 26 fashion labels will have been

presented, and several domestic and international top designers are set to appear on Berlin catwalks for the first time, including Basso & Brooke, Eastpak and Scherer González.

Mercedes-Benz Fashion Week Berlin July 2008 / Please download the high-res press pictures [here](#).



Kim Cattrall and Eva Padberg underway with the new Mercedes-Benz GLK.



Press conference: Senator Harald Wolf (l.), Dr. Kristina Hammer, Director Global Marketing Communications Mercedes-Benz, Zerlina von dem Bussche (Sisi Wasabi), Maia Guarnaccia - Vice President IMG Fashion, Eva Padberg.



Impression: Sisi Wasabi Show

“We’re proud of how successfully Mercedes-Benz Fashion Week Berlin has steadily grown, and, with it, Berlin’s role in the international fashion scene,” stated Dr. Kristina Hammer, Director Global Marketing Communications Mercedes-Benz, at the opening press conference. Since last year’s event, the number of fashion shows has nearly doubled. For a wide range of leading labels – including HUGO, JOOP!, Strenesse, Unrath & Strano, Sisi Wasabi and Vivienne Westwood – Mercedes-Benz Fashion Week Berlin has already achieved a firm place in their international fashion calendars. “This demonstrates that Mercedes-Benz Fashion Week Berlin is well on its way to establishing itself as the world’s fourth top fashion event next to Milan, Paris and New York,” concluded Dr. Hammer.

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Further information and photos of Mercedes-Benz Fashion Week Berlin are available in the Newsroom at: www.media.daimler.com/fashion

Video footage of Mercedes-Benz Fashion Week Berlin can be accessed at: www.cms-gomex.com