

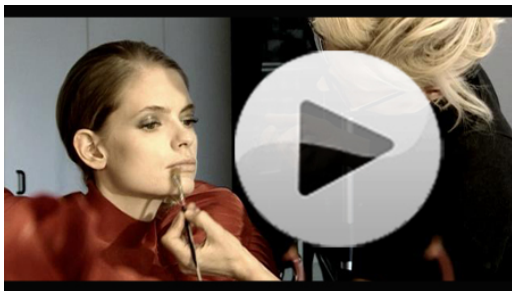
New face of Mercedes-Benz Fashion Week Berlin 2009

Press Information

December 17, 2008

Julia Stegner is the new face of the international fashion activities of Mercedes-Benz

Stuttgart – The fashion activities of Mercedes-Benz in over 20 countries now have a new face. International top model Julia Stegner will make her first appearance as the fashion brand-ambassador at the Mercedes-Benz Fashion Week Berlin Autumn/Winter 2009, which will take place from 28 January to 1 February 2009 at Bebelplatz, in the heart of Berlin. At a recent photo shoot for the new key visual, Julia Stegner posed together with the Mercedes-Benz CLS 350 CGI Grand Edition in outfits by Anne Valerie Hash. The new key visual will appear on advertisements, posters and vehicles at the only German fashion show that ranks among the top international events.



Start the videoclip [here](#) (1.34 Min.) or download [here](#).

“With Julia Stegner as brand ambassador, we have given our long-term, international fashion activities a fascinating and world-famous face,” says Anders Sundt Jensen, Vice President Brand Communications Mercedes-Benz Cars. “She particularly represents the connection between

German origins and international flair. That’s why in our key visual we have very consciously placed Julia Stegner together with the new Mercedes-Benz CLS Grand Edition, which will be launched on the market in March 2009.” The unique, four-door coupe features an unusual design that combines the sporty elegance of a coupe with the flair of a luxury sedan. Sales of this special model are scheduled to start in January, 2009.

Michelangelo di Battista, one of the most sought-after fashion photographers in the world, staged the encounter between the top model and the design trendsetter by the Stuttgart based carmaker.



The international top model Julia Stegner and the Mercedes-Benz CLS 350 CGI Grand Edition are the headliners of the key visual of the Mercedes-Benz Fashion Week Autumn/Winter 2009 in Berlin.

“The idea was to pick up Page 2 the red carpet situation at the Mercedes-Benz Fashion Weeks and thus create a strong connection between fashion and the vehicle’s elegance,” explains Michelangelo di Battista. The design of the key visual is based on the link between Mercedes-Benz Design and fashion: style,

elegance and luxury. “Mercedes-Benz and fashion – they really fit together well. I think Mercedes-Benz cars are chic – just like fashion. So I’m delighted to be the international fashion brand-ambassador for Mercedes-Benz,” says Julia Stegner.

Please download all highres press photos [here](#).



Michelangelo di Battista, one of the most sought-after fashion photographers in the world, staged the key visual of the Mercedes-Benz Fashion Week Berlin.



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For the Mercedes-Benz Fashion Week Berlin Autumn/Winter 2009, the international top model will fly in from New York, where she has been living since 2004. “I’m very much looking forward to the Mercedes-Benz Fashion Week Berlin. Berlin is such a vibrant city. I really like to be there,” says Julia Stegner.

- Photographer:** Michelangelo di Battista
(c/o MANAGEMENT + ARTISTS + ORGANIZATION)
The Italian from Milan ranks among the world's most sought-after fashion photographers. He regularly works for brands like Hugo Boss, Guerlain, L'Oréal, Moschino, Nina Ricci, Shiseido and Versace, along with international fashion magazines like Vogue Italia, GQ Italia and Harper's Bazaar. He now lives and works in London, Paris and New York.
- Model:** Julia Stegner, international fashion brand-ambassador for Mercedes-Benz
The German model from Munich was discovered at the famous Oktoberfest in her home town. Her international breakthrough came in 2003, when she opened the Yves Saint Laurent show. Since then, her career has enjoyed a meteoric rise. Julia Stegner has appeared on the covers of most international fashion magazines and in many advertising campaigns for designers, including Chloé, Dolce & Gabbana, Escada, Guerlain and Hugo Boss. In addition, she is one of the most popular catwalk models in the world. She presents fashions by top designers such as Chanel, Givenchy, Calvin Klein, Ralph Lauren, Alexander McQueen, Valentino, Versace and Victoria's Secret. Julia Stegner lives in New York and is actively involved with UNICEF.
- Vehicle:** Mercedes-Benz CLS 350 CGI Grand Edition
Exterior colour: matt finish "designo magno platin"
Interior design: designo leather "maron"
Rims: 18" AMG light alloy wheels in 5-spoke design
Market launch: March, 2009; Sales start: January, 2009

- Outfits: Clothing by Anne Valerie Hash. Since her first fashion show Page 4 in July, 2000, the designer has been the shooting star of the French fashion scene. She has developed a unique style based on deconstructing male clothing. Her first model was a pair of men's trousers that became a dress. These days she has moved away from walking the line between male and female fashions and is increasingly integrating light and feminine elements into her designs like flowing silk, embroidered veils and braided trimming, although her signature style remains deconstructed male fashions. In addition to prêt-à-porter collections, Anne Valerie Hash also creates Haute Couture and in 2008 she was made a permanent member of the official Haute Couture List. Her unique creations are worn by many stars, including Cate Blanchett, Naomi Watts, Uma Thurman, Nicole Richie and Gwyneth Paltrow.
- Stylist: Catherine Baba
Australian-born Baba has been living in Paris for 15 years and has worked for Chanel, Givenchy, Balmain and Ungaro. Today, she works as a freelance stylist and consultant for a number of fashion houses and designers. She has also worked for leading magazines like Dazed and Confused, Glamour Italia, Stiletto, Tank and all international editions of Vogue.
- Hair stylist: Valentin
Valentin started his career in the 1970s in Paris and worked closely with Helmut Newton and Guy Bourdin. His technical abilities and natural flair for glamour have made him a favourite hair stylist among influential fashion photographers like Paolo Roversi, Solve Sundsbo, Peter Lindbergh and Michelangelo di Battista. He also regularly works for famous designers and fashion houses like Chanel, Yves Saint-Laurent, Dior, Valentino, Jean Paul Gaultier and Yohji Yamamoto. Many stars and top models like Penelope

Make-up artist:

Cruz, Ines de la Fressange, Linda Evangelista, Juliette Binoche and Laetitia Casta are delighted with his talent. Dotti (c/o MANAGEMENT + ARTISTS + ORGANIZATION) The Australian, who has made New York and Paris her home, is booked by international fashion photographers and magazines and is a favourite make-up stylist for advertising campaigns by top labels like Guerlain, Les Copains, L'Oréal Professional, Escada, Emanuel Ungaro and Versace. She is also popular among many leading stars like Cate Blanchett and Maggie Gyllenhall. Dotti learned the trade from Pat McGrath, one of the leading make-up artists in the fashion world.

Additional information on the Mercedes-Benz Fashion Week Berlin Autumn/Winter 2009 can be found online at www.mercedes-benzfashionweekberlin.com

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Further information on Mercedes-Benz and fashion is available on the internet at: www.media.mercedes-benzfashionweek.com