

[designo](#) – the fashion brand from Mercedes-Benz – appears at Mercedes-Benz Fashion Week Berlin

Press Information

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Julia Stegner tries her talent in automotive design

Stuttgart/Berlin – At Mercedes-Benz Fashion Week Berlin, expectations for creativity, individuality and exclusivity go beyond what appears on the catwalk. Also at the Mercedes-Benz designo stand in the lobby of the event tent, there's a lot of hustle and bustle. Numerous visiting celebrities, such as Julia Stegner and Boris Becker, are taking a peek behind the curtains of automotive design, and are discovering what the creative processes of fashion and automotive design have in common. Fascinated by the many possibilities that the designo programme offers for customising the exterior and interior of a car, the celebrities tried stepping into the shoes of Mercedes-Benz designers.



Please start the video [here](#) (1.38 min.) or download [here](#).

Top model Julia Stegner, for instance, played on the computer with various colours for the exterior paint of the CLS 350 CGI Grand Edition, which she had already got to know in 'designo magno platin' matt finish during her photo shoot for the key visual of

Mercedes-Benz Fashion Week Berlin. Julia Stegner particularly liked the four-door coupé in bronze-toned 'designo havanna'. Sisi Wasabi fashion designer Zerlina von dem Bussche also visited the designo stand and spoke with the Mercedes-Benz designers about the similarities between fashion and automotive design. Both design processes begin with sketches that are inspired by zeitgeist and current social attitudes. At the stand during Mercedes-Benz Fashion Week Berlin, the Mercedes-Benz designers are drawing sketches 'live' and showing visitors how the exterior and interior design of an automobile emerges.



Julia Stegner visited the Mercedes-Benz designo stand and tries her talent in automotive design ([download](#))



Mercedes-Benz designo at the Mercedes-Benz Fashion Week Berlin ([download](#))

designo – limitless design flexibility

As synonym, designo stands worldwide for the exclusive design of the exterior and interior of a Mercedes-Benz. For virtually every model range, Mercedes-Benz designers have developed a specific designo programme that is in line with the characteristics of the respective vehicle class. In addition to a large number of exclusive exterior paints, the programme offers a virtually limitless selection of options for composing the vehicle's interior – so that customers can configurate their vehicles according to their personal taste. There is an equally wide selection of handmade leathers in different colours and trims made of exquisitely crafted woods and natural stones such as granite.

Exhibited samples offer visitors of Mercedes-Benz Fashion Week Berlin an impression of the exceptional quality of the various available leathers and provide an introduction to the wide range of colours. The spectrum of traditionally hand-crafted materials ranges from nappa leather to aniline leather to extremely soft natural leather – available with either a matt or lustrous finish. There is also a special car seat on display that demonstrates the array of customising possibilities.

Tennis legend Boris Becker was impressed by the wealth of choices, and tried out the seating comfort of the white aniline leather upholstery combined with nubuk leather that was especially designed for the Mercedes-Benz Fashion Week Berlin. Page 3

The latest information about Mercedes-Benz Fashion Week Berlin Autumn/Winter 2009 is available at www.media.mercedes-benzfashionweek.com and www.mercedes-benzfashionweekberlin.com.

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