

9 FESTIVAL FOR FASHION & PHOTOGRAPHY 28/5–10/6/2009: LOOKING BACK ON A SUCCESSFUL EVENT

(Vienna, 24 June 2009) For ten days Vienna shone as the fashion showcase where the Austrian and international fashion scene flaunted all its contemporary variety. Fashion-lovers flocked to the city to attend a total of 24 different events. With over 9,500 guests, this year topped even 2008's record attendance.

The two initiators and organizers of the **9 festival for fashion & photography**, *Ulrike Tschabitzer-Handler* and *Andreas Oberkanins*, both from Unit F büro für mode, were extremely pleased with this year's festival. *"For nine years Unit F has been accompanying Austrian fashion designers on their way toward greater professionalism and a more international outlook. What began as a small show to present the Austria Fashion Awards has in the meantime grown into a self-assured festival that has become an indispensable part of the Austrian fashion scene"*, commented *Andreas Oberkanins*, managing director and project director, Unit F. *"Even though many private businesses have by now recognized the creative potential of the domestic fashion scene and are prepared to demonstrate their faith in Austrian fashion by making much-needed investments, we still have a long way to go. In this sense the festival for fashion & photography tries to provide fresh impulses every year and to assist in tackling the many challenges still facing the Austrian fashion scene: the need for educational reform, to make improvements in production, to integrate Austrian fashion into domestic trade and to build a strong lobby for contemporary fashion"*, confirmed *Ulrike Tschabitzer-Handler*, creative director in charge of content conception, Unit F.

Vienna – City of Fashion

Along with the **AFA–Austria Fashion Awards 09** ceremony, key festival highlights included the presentation of current fashion and jewellery collections at **so fresh. the jewellery award by Pierre Lang, departure fashion night** and the **Show Angewandte 09**. The crush of visitors was so great, that there were queues to get into the Semperdepot and Hall E of the Stadthalle Wien. As he presented the 10,000-euro **so fresh. the jewellery award by Pierre Lang** to German jewellery designer *Matthias Grotevent*, *Christian Suppan*, Marketing Director for Pierre Lang Europe, underscored once more the significance of this award, now in its fourth year. *"Our decision to launch this prize is more than just an image campaign. Pierre Lang is fundamentally interested in promoting greater awareness of contemporary jewellery design to as wide a public as possible."* *Dr. Christoph Thun-Hohenstein*, managing director, *departure wirtschaft, kunst und kultur GmbH*, Vienna, was likewise thrilled at the upbeat mood prevailing at **departure fashion night 2009** at the Semperdepot, where the Winter 09/10 collections of four Austrian fashion labels were on view - *house of the very island's ...*, *mangelware*, *superated* and *Ute Ploier*, whose designs have also met with great success in Japan. *"The 9 festival for fashion & photography has demonstrated once again that Vienna is truly a fashion hub. The fashion presented here was exciting and well able to compete in the international arena. Very informative as well were the discussion events featuring high-calibre guests. I am of course extremely gratified by the resounding success of the departure fashion night in the standing-room-only Semperdepot and am looking forward to working with the fashion festival again next year"*, commented *Dr. Christoph Thun-Hohenstein*. *Dr. Gerald Bast*, vice-chancellor of the University of Applied Arts Vienna, emphasized the smashing success of the school and its excellent teachers and students at the **Show Angewandte 09**: *"The University of Applied Arts – the centre of design excellence in Vienna – has presented yet another slate of outstanding outfits and collections this year at its Show 09. The Stadthalle was filled to overflowing."*

Austrian premiere of A Shaded View On Fashion Film at the Filmhaus Cinema

International fashion icon *Diane Pernet* and ASVOFF co-organizer *David Herman* came in person to witness the Austrian film premiere of their **A Shaded View On Fashion Film**. *Pernet* thus became the initiator of the first film festival on the theme of fashion, style and beauty. Since 2005 she has been the driving force behind *AShadedViewOnFashion.com*, one of the largest international fashion platforms and creative networks. The film festival debuted in 2008, at the Galerie Nationale du Jeu de Paume in Paris. For three days *Diane Pernet* presented short, music and art videos by designers, stylists, photographers and art directors, featuring for example *Linda Evangelista*, *Jeremy Scott* and *Dita von Teese*.

Five delighted winners at the AFA–Austria Fashion Awards 09

The widest smiles at the festival were worn by the winners of this year's AFA–Austria Fashion Awards: *Ali Zedtwitz* (Fashion Award of the Austrian Federal Ministry for Education, the Arts and Culture),

Christina Berger (Fashion Award of the City of Vienna), *Awareness & Consciousness / Christiane Gruber* (Unit F Award for International PR), *Tanja Bradaric* (KONTAKT. Fashion Award by Erste Bank) and *Helga Traxler* (Editorial Award by Unit F – Prize for Fashion Photography).

Haus Wittgenstein packed: New festival focus on FASHION 2.0 – Fashion on the Internet attracts huge amount of interest

With today's economic slump on the one hand and an up-and-coming, internationally recognized young Austrian fashion scene on the other, Unit F büro für mode seized the opportunity presented by the **9 festival for fashion & photography** to examine for the first time the new economic challenges on the fashion market and for fashion on the Internet. Together with *go international*, an initiative of the Austrian Federal Economic Chamber (WKO/AWO) and the Austrian Federal Ministry of Economy, Family and Youth (BMWFJ), along with the financial magazine *FORMAT* and the Austrian fashion blogs *SKIR* (www.stylishkidsinriot.com) and *Stylekingdom* (www.stylekingdom.com), Unit F büro für mode pursued over two days – **E-Commerce Day** and **Fashion Blogger Day** – the question of what role the Internet already plays today in the communication and marketing of fashion, trying to discover where the future potential of this medium lies. On the first day of the symposium *Imran Amed* (www.businessoffashion.net) discussed the issues with representatives of Internet portals that sell contemporary fashion online, such as *Sarah Curran* – www.my-wardrobe.com and *José Neves* – www.farfetch.com. Summarizing the outcome of the talk, Imran Amed noted: *"It was fascinating to hear the perspectives of some of the most innovative fashion e-tailers in Vienna. It's clear that we are still at the beginning of this Internet journey, so their cutting edge insights were invaluable."*

Moderator for the second day's events was journalist *Joachim Bessing*, editor of the book "Tristesse Royale" (1999) and writer for the "Welt am Sonntag" Sunday paper. A world-class team of experts: *Imran Amed* – www.businessoffashion.net, *Julia Knolle* – www.lesmads.com, *Birgitt Kohl* – financial magazine *FORMAT*, www.format.at, *Susanna Lau aka Susie Bubble* – www.stylebubble.typepad.com and *Diane Pernet* – www.AShadedViewOnFashion.com shed light on the special qualities of fashion blogs compared to the advertising-financed print media.

"A controversial and intriguing discussion under the direction of Joachim Bessing – the many Austrian and German bloggers in attendance as well as the international roster of participants in the symposium made Fashion Blogger Day a great success at the 9 festival for fashion & photography. Afterward, up to 700 guests celebrated the FASHION 2.0 Party of the Year at Tribüne Krieau. We're looking forward to a sequel next year and would like to take this opportunity to thank Unit F for doing such a great job", was the enthusiastic commentary by blogger *Stefan Urschler* – www.stylishkidsinriot.com and *Maria Ratzinger* – www.stylekingdom.com.

Selected Austrian fashion design and fashion jewellery available until 27 June at the GUERRILLA STORE hosted by creativespace.at

The **Lookbook Show**, a premiere this year as part of the opening of the **Guerilla Store**, which was realized again in 2009 in cooperation with the *Austrian Federal Economic Chamber*, inspired a resounding round of applause. This year's selections were put together by *Robin Schulié*, head buyer for the internationally renowned boutique *Maria Luisa* in Paris, with additional stores in Hong Kong and Doha/Qatar (www.marialuisaparis.com). Also new this year, the jewellery pieces created by *Matthias Grotevent*, winner of **so fresh. the jewellery award by Pierre Lang 09**, and by the two winning talents, *Hanna Hedman* and *Veronika Johanna Meierhofer*, can be purchased at the **Guerilla Store** in the **Advanced Minority Art Space**, Westbahnstrasse 22/Ecke Zieglergasse, 1070 Vienna. *Brigitte Jank*, president of the Austrian Federal Economic Chamber, praised *"the high standing Austrian fashion design has achieved on the international stage"* and vowed *"to continue to support Austrian fashion design in future through further targeted measures."*

Joining celebrities on a shopping tour through Vienna's top fashion stores

In 2009 Unit F büro für mode took the **9 festival for fashion & photography** down new roads: on four days the festival invited visitors to take part in **Wien live Inside Fashion Shopping Tours**. Six style-conscious insiders – actress *Doris Schretzmayer* with musician and designer *Florian Horwath*, FM4 cult moderator *Hermes*, agency lady *Katha Schinkinger* with Universal Music boss *Hannes Eder* as well as singer *Valerie Sajdik* – shared their favourite Vienna stores with interested fashionistas. As high point of these shopping tours, *LISKA* presented head designer *Thomas Kirchgrabner's* latest collection and the women's collection by *Petar Petrov* – new to their range.

Further popular attractions at the festival were **four exhibitions on the theme of fashion photography: flair 0609 – Austrian Fashion Photography** at the Bulgarian Culture Institute, Haus Wittgenstein, **True Norwegian Black Metal** by *Vice*, **Wood Wood** and the **Berlin Pool Gallery, My**

Best of 8 – open air photo exhibition by *Klaus Vyhnalek* and **GLOOMY SUNDAY Imaginary Portraits of Women who Chose Death** presented by **DROME magazine** as part of MAK NITE©.

The many parties thrown during the **9 festival for fashion & photography**, such as the **I die. BanANNAs Celebrating FASHION 2.0 Party** (stylishkidsinriot.com, stylekingdom.com), **spike magazine party**, **VICE 2nd Birthday Party** and **house of the says...HELLO! is it me you're looking for?** as well as the **After-Fashion-Show Party of the Fashion Class**, contributed to the exuberant mood of the ten-day fashion event.

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Visitor information	www.9festival.at
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