

# INTERNET FASHION WEEK

## THE FUTURE OF FASHION

**Berlin, February 2010** – The Future of Fashion - The „INTERNET FASHION WEEK“ transfers the concept of the „Fashion Week“ to the virtual space and will provide a platform for the presentation of fashion.

„The conceptual, technological and aesthetic possibilities of the Internet are not sufficiently utilised to communicate fashion. We want to change that by focussing on the virtual space and its potential“, says initiator Panos Destanis.

„In the future international designers and labels in cooperation with filmmakers, photographers and other artists will present their fashion here to a global audience. The INTERNET FASHION WEEK aims to become a place for fashion information that is open for future developments and that will attract worldwide attention.

In addition, a platform for the innovative marketing of fashion is planned.“ To extend its expertise, the INTERNET FASHION WEEK will cooperate with the prestigious „Unit F büro für mode“ ([www.unit-f.at](http://www.unit-f.at)), Vienna.

The INTERNET FASHION WEEK will launch in the summer of 2010.  
For more information please write to: [info@internetfashionweek.net](mailto:info@internetfashionweek.net)

*Managing Director Panos Destanis is also the publisher of [www.modabot.com](http://www.modabot.com), News Service for Avantgarde Fashion.*

*Art Director Nadim Habib is a partner in Creative Agency [www.contentissinging.net](http://www.contentissinging.net), and member of the Art Directors Club Germany [www.adc.de](http://www.adc.de).*

### **Contact:**

INTERNET FASHION WEEK  
Torstrasse 210  
10115 Berlin  
Germany  
T +49 (0)30 22488859  
[info@internetfashionweek.net](mailto:info@internetfashionweek.net)  
[www.internetfashionweek.net](http://www.internetfashionweek.net)