



## Press Release

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### **OTTO Show at the Berlin Fashion Week: Guido Maria Kretschmer unveils his new collection**

**The next highlight in the cooperation between OTTO and Guido Maria Kretschmer: on Wednesday, to mark Berlin Fashion Week, the designer presented his latest women's and men's collections at a big fashion show at the Berlin Tempodrom. OTTO broadcast the event live. Directly afterwards, the first new 'catwalk-shopping' items were available exclusively on otto.de.**

Red carpet, camera flashes, stars – everyone who's anyone in fashion is in Berlin for Fashion Week, which naturally includes Guido Maria Kretschmer. The designer has collaborated with OTTO since 2015 / 2016, initially creating [inspiring home styles](#) and his own Living label, before presenting his first [exclusive fashion collection for otto.de](#) in the spring of 2017. He has just announced his second OTTO collection with an elaborate fashion show, a very wearable womenswear autumn collection – and for the first time, for men as well. In total, the new line comprises almost 200 styles, plus 100 shoes and accessories. Customers can order these great new fashions at otto.de at prices from €39.99 to €299.99.

In line with the collection's leitmotif, 'Luz de la Luna' ('moonlight'), the designer presented his latest styles underneath a huge glowing moon suspended from the ceiling. More than 100 VIPs, including Goldie Hawn and Matthias Schweighöfer, inspected the new autumn fashion from the front row, seated on comfortable GMK furniture from the OTTO Living collection. This combination of Fashion and Living also played an important role in setting the overall context for the whole event, since at OTTO, Germany's biggest online furniture retailer, GMK stands for fashion and furniture in equal measure. Starting right from the foyer, visitors were

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local court of Hamburg, HR A 62 024, General Partner: Verwaltungsgesellschaft Otto mbH, Hamburg, local court of Hamburg, HR B 13 762 represented by: Alexander Birken (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Dr Marcus Ackermann • Petra Scharner-Wolff • Hanjo Schneider • Dr Winfried Zimmermann

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Supervisory Board: Dr Michael Otto (Chairman)

able to experience Guido's current Living range and try out his furniture. "Fashion and Living belong together, for OTTO and for me. That's why it's exciting that they have now, for the first time in the world, come together in a very tangible way at an internationally respected Fashion Week", says designer Guido Maria Kretschmer.

Directly after the show, OTTO presented a '[catwalk-shopping](#)' selection of the new items at otto.de. "Guido's fashion is for everyone – so we made sure that his fashion show wasn't an exclusive catwalk event, but opened it up with an elaborate livestream for all OTTO customers. With Guido, we not only want to present products, but also tell stories and convey emotions – Guido's Fashion Show, presented by OTTO, achieved exactly that", says Marc Opelt, Member of the OTTO Management Board, Marketing and OTTO Spokesman.

Around 1,000 invitation-only guests experienced the show live at the Berlin Tempodrom. All other Guido fans could also take part live as OTTO broadcast direct from the showfloor, first with impressions from the model casting and fitting sessions, then with live reporting by MDR presenter Anna Funck and ProSieben host Rebecca Mir. In parallel and [OTTO's Facebook page hosted a two-hour 360° live event](#) in real time. OTTO broadcast live from the catwalk at primetime using a total of 16 cameras, with two special panoramic cameras giving fans an all-round view of the action on the red carpet and the catwalk – just like being there in person!

*For further information please visit [www.otto.de/unternehmen/en](http://www.otto.de/unternehmen/en).*

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