

Mercedes-Benz Involvement In Fashion: Mercedes-Benz Fashion Week 2008 Once Again In Berlin

{mosgoogle right}With its excellent start, the Mercedes-Benz Fashion Week Berlin 2007 has successfully established itself among the top international fashion events and will in January 2008 once again make its stages and catwalks available to famous couturiers and creative young designers. With the Mercedes-Benz Fashion Week Berlin, the renowned German automobile brand has this year broadened its commitment as a title sponsor at the most important, trend-setting fashion events. 'Elegance and styling have always played a key role in the success of the Mercedes-Benz brand,' says Dr. Olaf G ttgens, Vice President Brand Communications Mercedes-Benz Cars. 'The Mercedes-Benz Fashion Week in Berlin establishes even stronger ties between our brand and the world of fashion. We are proud once again in 2008 to present in Berlin a fashion event of international standing.'

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