

# AllSaints Spitalfields Celebrates the Opening of Berlin Fashion Week

Submitted by: Query Click Ltd

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The leading fashion brand marks the opening of Berlin's famous fashion week with an exclusive in-store party, featuring live entertainment by Azari & Ill and other special guests.

Body:

On Monday, AllSaints Spitalfields celebrated the launch of Berlin Fashion Week with an in-store party at their Friedrichstrasse store in the city, with some of the most popular figures in fashion and music in attendance. The party, which included entertainment from Azari & Ill and Danny Red Rack'em, also gave guests the chance to have a sneak peek at AllSaints' new Autumn Winter 2012 collection.

A spokesperson for AllSaints comments: "Our Berlin Fashion Week (<http://www.fashion-week-berlin.com/>) launch party at Friedrichstrasse was a great experience for all invited; we had some great music from Azari & Ill, while our guests also included the German model, singer and actress, Eva Padberg, Blitz Kids and Ben Ivory. Of course, for us, the highlight of the evening was the unveiling of some of the key pieces from our new Autumn Winter 2012 collection, which won't be launched until July 19 and from the feedback we got from our guests on the night, we are confident that our latest collection will live up to our fans' great expectations."

As well as enjoying a look at the new Autumn Winter collection, guests at the party were also treated to 25 Euro Gift Cards to spend on the new collection in store, and indulged in a selection of Babuska vodka cocktails and bottles of Tiger Beer. With this successful party over, and with the official launch of their long-awaited new collection two weeks away, AllSaints (<http://www.allsaints.com/>) are not only looking forward to their next launch, but also hope the event will further cement their position as a brand that's not only passionate about fashion, but also has a fascination with music too.

The spokesperson for AllSaints continues: "At AllSaints, we see music and fashion in the same light; we love both equally, and we think that they are linked in a number of ways. Because we care about music, we launched our popular Basement Sessions (<http://www.allsaints.com/music/>) featuring exclusive interviews and performances from some of the music world's most-popular and legendary artists. Our Berlin Fashion Week launch party was a great way to give the people of Berlin something back, we love the city, its culture and its people, so why not share our love of music and fashion with them during this exciting time?"

About AllSaints:

AllSaints was originally founded in 1994 as a menswear brand, quickly gaining a reputation as the destination for vintage inspired design. Autumn Winter 1998 saw the move into the womenswear market and the continuation of its original sensibility; to focus on fresh and innovative design, detail, technique and fabrication. Autumn Winter 2012 marks another stage in the evolution of the brand with the presentation of Nouvelle Vague - a new wave of cohesive clothing that delivers a uniform built from disparate elements. The collection displays a clear evolution and a deliberate contrast between simplicity and conscious provocation.

[www.allsaints.com](http://www.allsaints.com) (<http://www.allsaints.com/>)

About Azari & III:

Azari & III have always been outsiders and iconoclasts. Alixander III, Dinamo Azari, Fritz Helder and Starving Yet Full first came across each other in the mid-00s Toronto underground club scene, to which they'd all gravitated on moving to the city to pursue their creative dreams - and it was their sense of being misfits even in a community of outsiders that drew them together.

Their music-making ranged from fusing modern technology with native folk music in previous outfits, and both were heavily into improvisation and crazy old synthesisers - all of which continue to influence the spontaneous, instinctive way in which Azari & III now make music. At all times, Azari & III are spontaneous and hedonistic - qualities that, for Alixander and Azari, stem back to their first ever musical projects. Experimentation with vintage synths and improvisation were key to their work - and even now, that's how they prefer to work. Fast forward to 2010, when they first thrust their way into the attention of international dance cognoscenti: again, the foursome were like no other dance act around. Their music was bold, brash, packed with hooks and full of character - and they had the visuals to match: debut video *Hungry For The Power* was a feast of imagery, an American Psycho meets Paris Is Burning extravaganza that was so explicit that the full version was banned from YouTube. Their eponymous debut album followed in August 2011 to widespread critical acclaim. Such is its appeal that it's no surprise that the band have moved up to the next level: formerly on independent label Loose Lips, Island have now snapped them up and will re-release the album in January.

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