



## ITALY - Promoconvention brings the Mercedes-Benz Fashion Club back to Milan Fashion Week.

*On the occasion of Milan Fashion Week, held from September 21st to 27th, Promoconvention – Input Group – realized the sixth edition of the Mercedes-Benz Fashion Club. A successful concept, inaugurated in 2009 and renewed every year, to affirm the role of the German carmaker, which has always been linked to the world of fashion, as the official sponsor of the event in Milan.*



A fixed appointment for VIPs, journalists, stylists and opinion leaders, the **Mercedes-Benz Fashion Club** is an exclusive lounge, a meeting place housed in the **Palace of Giureconsulti**, where guests can relax between a parade and the other, in an environment of comfort and design.

Welcomed by the **new Class A concept car**, available on the market from 2012, guests could enjoy many amenities, including **iPad stations** and **wi-fi area** to access the latest news, a **magazine corner** to browse through national and international fashion magazines, **dining area** where packed lunches were also served in the "Fashion Food Box", and **screens** to follow live the fashion shows. In addition, a **make-up artist** was available for visitors needing to refresh their make up in the "Beauty Express" area, created in partnership with **Limoni**.



Every day the Mercedes-Benz Fashion Club was also the set for **informal fashion shows** by young designers, including Andres Caballero, Francesca Liberatore, Sergei Grinko. As in the past years, the clothes worn by the hostesses were designed by **Promoconvention** and inspired to Mercedes-Benz last fashion campaign.

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