



PREMIUM SYMPOSIUM FALL/WINTER 2010/11

**„BLOGGER PANEL
FASHION BLOGS - HYPE OR FUTURE ?“**

**WEDNESDAY, JANUARY 20, 2010 | 2:00 PM
PREMIUM AUDITORIUM | 1ST FLOOR**



MARY SCHERPE | BLOGGERIN & PHOTOGRAPHER

MARY SCHERPE (27) FOUNDED ONE OF GERMANY'S FIRST FASHION BLOGS IN 2006 AND HAS MADE IT INTO ONE OF THE MOST POPULAR. „STIL IN BERLIN“ RECORDS THE ECCENTRICITIES OF DAILY STREETWEAR IN QUALITY PHOTOGRAPHS AND REACHES ABOUT 150,000 PEOPLE A MONTH. HER PICTURES WERE SHOWN IN THE NEW YORK TIMES, NYLON, DIE ZEIT, SPIEGEL AND SLATE AND WERE EXHIBITED AT COLETTE IN PARIS AND VARIOUS GALLERIES IN BERLIN. BESIDES BLOGGING, MARY ALSO WORKS AS A PHOTOGRAPHER AND WRITER FOR INTERNATIONAL PRESS AS WELL AS A CONSULTANT FOR ONLINE MEDIA BASED IN BERLIN.



MARCUS LUFT | GALA

MARCUS LUFT WAS BORN IN DARMSTADT. AFTER STUDIES IN PHILOSOPHY, HE BEGAN WORKING AS AN EDITOR FOR AMICA AND AS A FREELANCER FOR STERN, DIE WOCHE AND NZZ. SINCE MAY 2007 HE HAS BEEN THE CHIEF FASHION EDITOR FOR GALA GERMANY. FOR THE LAST FOUR YEARS, HE HAS ALSO BEEN WRITING A BLOG THAT WAS TURNED INTO A FASHION BLOG IN OCTOBER 2009.



CHRISTOPH AMEND | ZEITMAGAZIN

AFTER COMPLETING STUDIES IN ENGLISH LANGUAGE AND LITERATURE AND POLITICAL SCIENCE IN 1996, CHRISTOPH AMEND BEGAN HIS CAREER AS ASSISTANT MANAGING EDITOR FOR “JETZT”, THE SÜD-DEUTSCHEN ZEITUNG’S TEEN MAGAZINE. IN 1999, HE MOVED TO THE TAGESSPIEGEL AND IN 2001 BECAME THE DEPARTMENTAL MANAGER OF THE TAGESSPIEGEL ON SUNDAY. IN 2004, HE WENT TO THE ZEIT AND DIRECTED THE SECTION “LEBEN”. UNDER AMEND’S DIRECTION, THE SECTION “LEBEN” BECAME THE ZEITMAGAZIN, THE DEPARTMENT HE HAS HEADED SINCE 2007.



SVEN SCHÖNE | K-MB MARKENKOMMUNIKATION GMBH

SVEN SCHOENE, BORN IN BERLIN IN 1971, WAS TRAINED AS A MANAGEMENT ASSISTANT IN PUBLISHING AND STUDIED JOURNALISM AT THE BERLIN FREE UNIVERSITY AND COMMUNICATIONS MANAGEMENT AT THE BERLIN DESIGN ACADEMY. ALONGSIDE HIS ACTIVITY FOR THE TAGESSPIEGEL, HE HAS WORKED AS A PROFESSIONAL MUSICIAN AND AUDIO PRODUCER. SINCE 2005, HE HAS BEEN ACTIVE AS A CONSULTANT FOR THE K-MB AGENCY FOR BRAND COMMUNICATION GMBH FOR CLIENTS INCLUDING MERCEDES BENZ AND T-MOBILE AND SINCE 2008 IS MANAGING DIRECTOR AND PARTNER OF THE SAME AGENCY.



IMRAN AMED | BUSINESS OF FASHION

IMRAN AMED IS A FASHION BUSINESS ADVISER, WRITER AND ENTREPRENEUR, AND IS FOUNDER AND EDITOR OF *THE BUSINESS OF FASHION*. IN HIS CONSULTING WORK FOR INTERNATIONAL LUXURY BRANDS, HE ACTS AS A BRIDGE BETWEEN THE INDUSTRY’S MOST GIFTED CREATIVE AND BUSINESS TALENT AND SHAPES STRATEGIES FOR THE NEW DIGITAL REALITY. IMRAN’S EXPERTISE IS REGULARLY CALLED UPON BY THE INTERNATIONAL FASHION AND BUSINESS MEDIA, INCLUDING, AMONG OTHERS, *THE BBC*, *THE NEW YORK TIMES*, *THE WALL STREET JOURNAL* AND *DOW JONES*. PREVIOUSLY, IMRAN WAS A MANAGEMENT CONSULTANT AT MCKINSEY & CO. HE HAS AN MBA FROM HARVARD BUSINESS SCHOOL AND A B.COM FROM MCGILL UNIVERSITY.