



**PREMIUM SYMPOSIUM II SATURDAY | 27TH JANUARY 2007 | TIME
2 P.M. - 4 P.M. | 1ST FLOOR @ PREMIUM+ II SUBJECT: WHY BERLIN?**

PREMIUM SYMPOSIUM SPEAKERS



Melissa Drier, German correspondent for WWD

A native New Yorker, Melissa Drier moved to Berlin in 1985 and has been covering the German market for Women's Wear Daily ever since. A student of intellectual history, she began her journalistic career at Daily News Record, Fairchild Publication's men's wear trade publication where she was fashion editor from 1980 - 1985. Besides writing about the business of fashion and beauty, she contributes articles on art, culture and lifestyle.



Harald Wolf, Mayor and Senator for economy, work and women

„There is no other city that sets trends the way Berlin does.“ Berlin's very own Senator for economy, work and women started his career in the German Capital in the early eighties. After obtaining a degree in political science from the Free University, Wolf went on to work in the social research field, and has been a freelance publicist for the past 18 years. Wolf is now Senator and Mayor of Berlin since August 2002.



Massimo Redaelli, Senior Vice President IMG Fashion Europe

IMG Fashion - a division of IMG, the leading sports, entertainment and media agency in the world - has since several years been investigating the opportunities of developing a fashion week in Germany. During these years IMG met with several relevant parties and gathered a lot of information. The positive feedback received brought us here today, to announce the launch of Berlin Fashion Week, owned and managed by IMG. The format will follow the success that IMG Fashion achieved with New York, Los Angeles, Sydney, India and many other fashion weeks around the Globe.



Anders Ardehed, Filippa K

Leaving university with a financial degree, Anders Ardehed began his professional career as an officer in the Swedish army before stepping into fashion as a partner of famous Swedish multi-brand company Spirit. The Stockholm native joined Filippa K in 2000 as the Export Manager, and is now the Sales director as of 2004. He is responsible for FK's wholesale business worldwide as well as the 25 flagship stores.



Thierry Prévost, CEO Galeries Lafayette Berlin

Thierry Prévost left his native France upon his graduation from the Commerce School in Paris and began his career across the Atlantic managing the Sage Allen department store in the United States in 1984. Prévost relocated back to Paris the following year in several leading positions at the Carrefour from 1985 - 1989. In 1990, Prévost pursued his career with Galeries Lafayette, and eventually became the director of Galeries Lafayette in Orléans in 2001. After two years of leadership success at the luxury department store, led him to his present-position as director at Galeries Lafayette Berlin in January 2003.



Katia Mossina, Designerin

Ekaterina Mikulskaya, the woman behind the successful Russian Label KATIA MOSSINA, made her debut under the spotlights with the wave of Perestrojka and ART Troizkij performances. During her studies at the Moscow Architecture University, Mikulskaya was highly praised by international press for her projects as fashion and stage designer. She then pursued her studies further at the Berlin University of Fine Arts under the notorious Vivienne Westwood. The brand, KATIA MOSSINA thrived on the international scene and was awarded with the Premio NewDesign ModaMilano in 2000 for Best Collection.