



## **DHL all the rage at Berlin's Fashion Week**

- **Tailor-made logistics solutions for Mercedes Benz Fashion Week Berlin;**
- **Star Designer Michael Michalsky chooses DHL;**
- **Michalsky Show live on DHL website on 22 January 2010.**

**Bonn, 15 January 2010:** As in previous years, DHL, the official logistics partner of the Mercedes Benz Fashion Week in Berlin, will ensure that the latest fashion creations will make it to the catwalk right on time. The eyes of the fashion world will again turn to the German capital from 20 to 23 January 2010 when renowned designers will present their latest collections there for the sixth time. Michael Michalsky, one of Germany's most successful fashion designers will contribute one of the highlights of the Berlin show.

Since 2007, DHL has been ensuring that all logistics operations related to this top-notch fashion show run smoothly. In addition, a DHL subsidiary has been handling logistics for Michael Michalsky's fashion label for more than two years. Among other things, this comprises warehousing, handling of consignment stock and international distribution of the designer's collection to fashion shops. Currently, DHL is making sure that Michalsky's collection will be available for presentation at Berlin's Friedrichstadtpalast where the designer will present his collection at a "StyleNite" on the occasion of this year's Fashion Week, on 22 January.

This close cooperation is reflected in a joint advertising campaign for which Michael Michalsky actually designed an exclusive "DHL Collection". Those looking for precious fabrics will, however, be disappointed, since the designer's DHL-style haute couture is made of wrapping paper, truck tarps or packaging material. "We are proud to have inspired Michael Michalsky to create this exclusive DHL collection and to have gained him as an advertising partner. This campaign and our repeated involvement in the Berlin Fashion Week not only underscore our competency in fashion logistics but also demonstrate our ability to develop innovative solutions and concepts," Wolfgang Giehl,



Head of Corporate Brand Marketing at Deutsche Post DHL, explains. This year's Michalsky show will stream live on a website specially set up for this purpose by DHL – one of the highlights of the joint advertising campaign.

DHL is one of the leading international logistics service providers for the textile and garment industries, covering the entire value chain in the fashion sector – in 220 countries around the world, by land, sea or air. Services range from procurement of material to swatches, quality control, warehousing and processing of garments to direct delivery to the shops of international fashion companies. In Asia, one of the fashion industry's primary procurement markets, DHL invested 9.5 million Euros into a Fashion Competence Center of its own last year. More than 800 DHL employees in Hong Kong offer tailor-made solutions for the textile and garment sector, which made up 14 % of Hong Kong's export volume in 2008. More than one third (36%) of these shipments are destined for the European Union.

**Watch the Michalsky FashionShow live on 22 January 2010:**  
[www.dhl-brandworld.com/michalsky](http://www.dhl-brandworld.com/michalsky)

**For further information regarding MICHALSKY visit:** [www.michalsky.com](http://www.michalsky.com)

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**DHL – The Logistics company for the world**

DHL is the global market leader in the logistics industry and “The Logistics company for the world”. DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 300,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 54 billion euros in 2008.