



Mercedes-Benz

FASHIONWEEK
autumn/winter
BERLIN 2010

Villeroy & Boch storms the catwalks

Fashion designer Kilian Kerner and Villeroy & Boch join forces for marketing activities



“was der himmel sagt” is sensual and restrained, both feminine and masculine. “was der himmel sagt” is strength and fascination, softness and elegance – it is the new fashion by Kilian Kerner.



Villeroy & Boch

1748



Mercedes-Benz

FASHIONWEEK
BERLIN autumn/winter 2010

Villeroy & Boch storms the catwalks

Fashion designer Kilian Kerner and Villeroy & Boch join forces for marketing activities

The young designer, who has been the toast of the fashion scene for a few years now, has entered into another cooperation with V & B Fliesen GmbH to present his autumn/winter 2010/2011 collection.

After Villeroy & Boch's FIRE & ICE catwalk (for Berlin Fashion Week 2009), the fashion designer didn't want any other covering for his catwalks. In future, it has to be tiles from Villeroy & Boch. Kilian Kerner and the V & B Fliesen GmbH will now also start to do some marketing together. It was the LA DIVA range of tiles that immediately caught Kerner's attention. "For us, it provides the perfect setting for highlighting the collection's premium range".

The first photo shoots for the new Kerner collection took place in December 2009. In the coming weeks, the photos and films will appear in high-profile magazines such as "Vogue" as a precursors to the fashion shows.



Dr. Alexander von Boch und Kilian Kerner



Designer Kilian Kerner, Frau Jacquelin Bauer und Herr Dr. Kern



Villeroy & Boch

1748

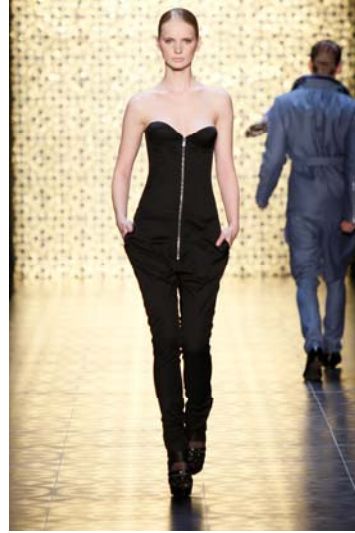


Mercedes-Benz

FASHIONWEEK
autumn winter
BERLIN 2010

Villeroy & Boch storms the catwalks

Fashion designer Kilian Kerner and Villeroy & Boch join forces for marketing activities





Mercedes-Benz

FASHIONWEEK
autumn winter
BERLIN 2010

Villeroy & Boch storms the catwalks

Fashion designer Kilian Kerner and Villeroy & Boch join forces for marketing activities



Villeroy & Boch

1748

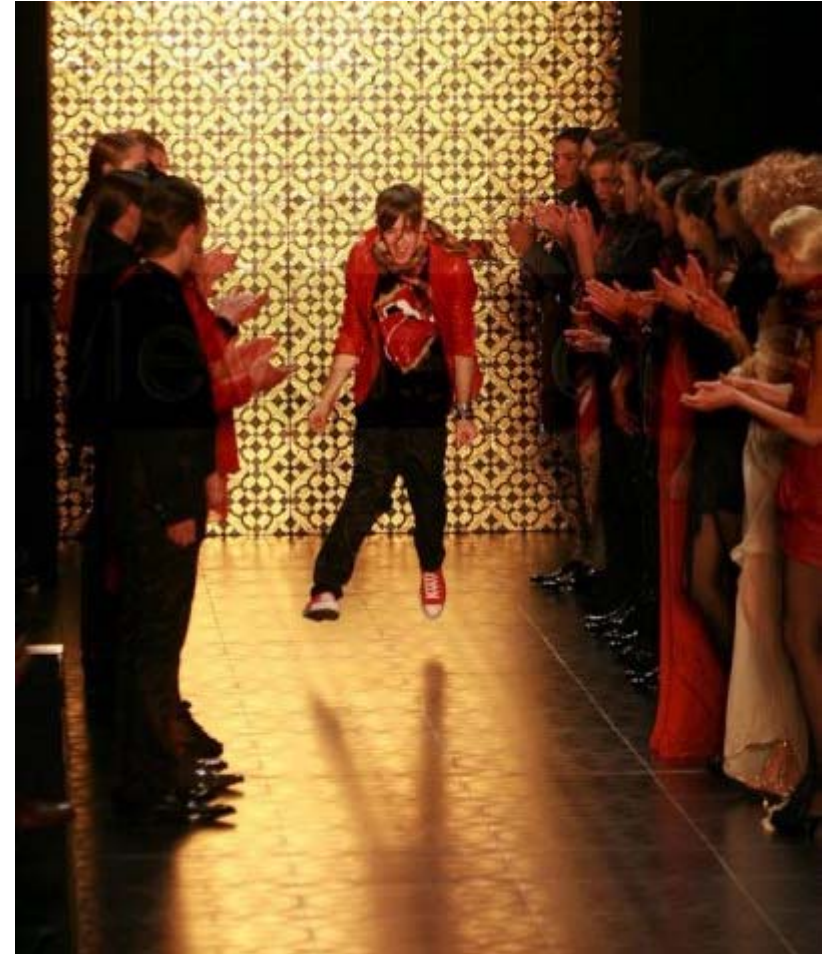


Mercedes-Benz

FASHIONWEEK
autumn winter
BERLIN 2010

Villeroy & Boch storms the catwalks

Fashion designer Kilian Kerner and Villeroy & Boch join forces for marketing activities



Villeroy & Boch

1748