

# GERRY WEBER

INTERNATIONAL AG

Press Release

## **It was the Night of the Year in Halle/Westphalia: GERRY WEBER OPEN FASHION NIGHT starred Luisa Hartema, Rebecca Mir and DJ Alle Farben**

(Halle/Westphalia, 25 June 2017) Continuing a long tradition, the eve of the grand final of the 25th GERRY WEBER OPEN culminated in the already legendary Fashion Night featuring the renowned fashion brands GERRY WEBER, TAIFUN, and HALLHUBER and introducing talkabout, the latest addition to the brand portfolio. Presented by Anna Kraft, this sparkling event revolved around fashion for self-confident and modern women who enjoy life to the full and won't be stopped by nothing and no-one.

This year's GERRY WEBER Show was opened by Luisa Hartema, winner of the 7th edition (2012) of "Germany's Next Topmodel", who is today a much sought-after international model. One of the highlights of the presentation of the Gerry Weber Autumn/Winter Collection came right at the start when Luisa Hartema presented female guests with roses courtesy of Grace Flowerbox. It was an impressive statement expressing the company's great respect for women – today's power women who successfully manage their families and their careers and have both feet firmly on the ground.

Alisar Ailabouni, who presented the TAIFUN brand, went live on Instagram, taking her followers with her on the runway. Accompanied by a glittering confetti shower, all models – Luisa Hartema, Rebecca Mir, Alisar Ailabouni and influencer Carolin Färber (Cocos Wonderland) – walked the final walk with balloons to celebrate 25 years of GERRY WEBER OPEN – a truly exciting moment. When everybody thought the show was over, a countdown started and left a big secret unsolved – who is going to be the new face of the coming GERRY WEBER Autumn/Winter Collection? This will not be announced before the presentation of the trophy in the GERRY WEBER Stadium on 25 June 2017. After the fashion show, DJ *Alle Farben* put the guests in the right mood for a night to remember.