

TEMPORARY  
SHOWROOM

*Proudly invites you*

TO VIEW AUTUMN WINTER 2010 COLLECTIONS  
AT BERLIN FASHION WEEK 20.-23. JANUARY 2010

FROST BIRGENS



FXDXV L A G O M



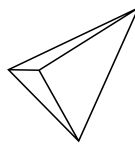
kimberit

**ozon**

THURSDAY THE 21ST OF JANUARY  
AT TEMPORARY SHOWROOM / START AT 7 PM - OPEN END  
THE LAUNCH OF THE FIRST INTERNATIONAL **OZON MAGAZINE** ISSUE



BARBARA Í GONGINI



ODEUR

**FROST BIRGENS**

DEAR BUYERS, DEAR PRESS!

DURING UPCOMING BERLIN FASHION WEEK IN JANUARY 2010 TEMPORARY SHOWROOM IS PRESENTING THE COLLECTIONS OF SIX OUTSTANDING AND INTERNATIONALLY RECOGNIZED FASHION LABELS.

**FXDXV**

L A G O M

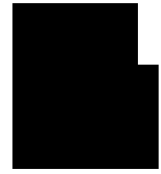
**kimberit**





BARBARA Í GONGINI





BARBARA Í gONGINI



THE DANISH-BASED LABEL BARBARA Í GONGINI CREATES NORDIC CLOTHING BASED ON A CONCEPTUAL APPROACH TO THE PROCESS, WHERE EXPERIMENTS WITH FORMS PROVIDE THE SETTING FOR THE VISUAL MOTIVE IN THE DESIGN. BARBARA Í GONGINI CREATES CLOTHING WHICH IS AT THE LEADING EDGE OF THE TRADE.

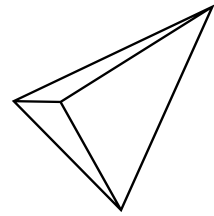
ALSO PARTICIPATING VERY ACTIVELY IN THE ARTISTIC DEBATE IN THE NORDIC COUNTRIES AND CO-OPERATING WITH OTHER ARTISTS WITHIN MUSIC, PHOTOGRAPHY, FILM, ETC, BARBARA I GONGINI SEEKS INSPIRATION THROUGHOUT INTERDISCIPLINARY WORK WHICH AFFECTS THE DESIGN PROCESS ITSELF.

[WWW.BARBARAIGONGINI.DK](http://WWW.BARBARAIGONGINI.DK)

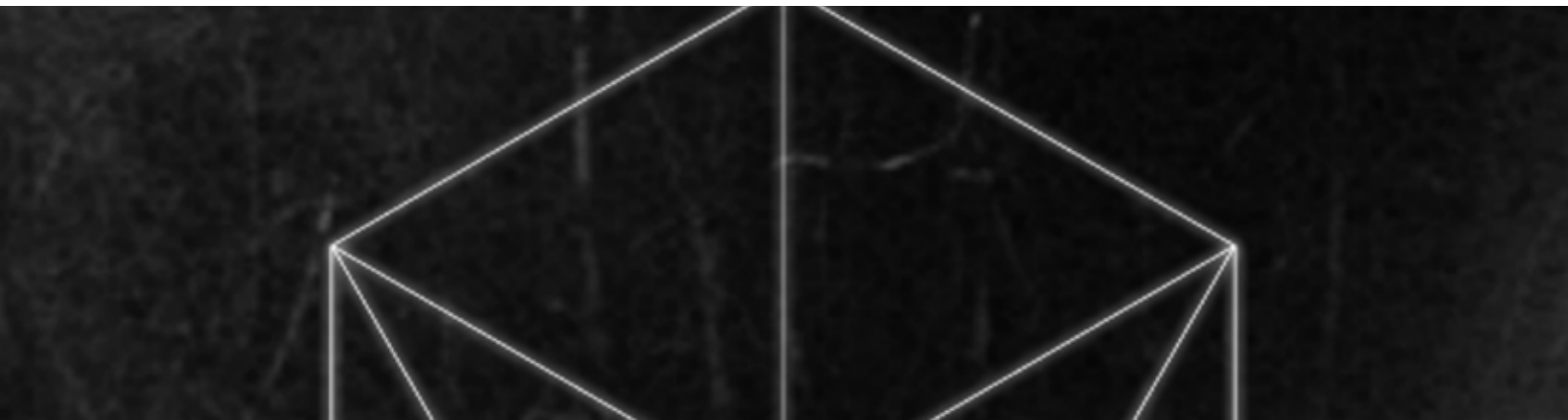


ODEUR AUTUMN/WINTER 2010

TALES OF UNDEFINED GRAVITY



ODEUR



### *TALES OF UNDEFINED GRAVITY*

BASED ON THE IDEA OF AN UNDEFINED GENDER AND UNCERTAIN TIMES, ODEUR PRESENTS IT'S SEVENTH COLLECTION NAMED TALES OF UNDEFINED GRAVITY, A STORY THAT CONTINUES TO CHALLENGE CONVENTIONAL NOTIONS OF HOW BASIC GARMENTS ARE CONSTRUCTED.

USING A DARK SCALE OF COLOURS, THIS COLLECTION IS MADE RICH AND EASY BY ITS MIX OF MATERIALS AS WELL AS BY SUBTLE DETAILS OF METALLIC SILVER. A PLAYFUL RELATIONSHIP TO THE SILHOUETTE, A FOCUS ON DETAILS AND UNEXPECTED CUTTINGS CHARACTERIZES THE UNISEX COLLECTION. FOCUSING ON THE POSSIBILITY OF ADJUSTING SHAPES AND DETAILS IN THE GARMENTS OF AUTUMN/WINTER 2010, ODEUR HAS CREATED A WIDE RANGE COLLECTION THAT PRESENTS STYLES LIKE LOOSE KNITTED GARMENTS, TAILORED BLAZERS, HANDCRAFTED BOOTS AND MORE.

#### **A brief history**

Odeur was founded in Stockholm in 2006 as a brand experiment, using a specific white, light and clean scent instead of a visual logotype to label the graphic and dramatic, yet playful garments. The first collection included a few t-shirt styles that were distributed amongst a few initial clients in Sweden and Japan. Today Odeur is designed by Petter Hollström and Gorjan Lauseger and has spread to over 12 countries, selling jeans, outerwear, accessories and high fashion clothing. The collection is represented at, amongst others, Harvey Nichols in Hong Kong, Oki-Ni in London and on-line, and Temporary Showroom in Berlin.

[WWW.ODEUR.SE](http://WWW.ODEUR.SE)

# FROST BIRGENS





## FROST BIRGENS

### *EVOLUTIONIZED*

BE INVITED INTO THE UNIQUE UNIVERSE OF JAKOB BIRGENS WITH HIS AW10 COLLECTION, WHERE HE BREAKS WITH TODAY'S EXCESS CONSUMPTION AND "ONE SEASON WONDERS". LIKE A BEAUTIFUL PIECE OF MUSIC FROST BIRGENS' AW10 WILL GROW ON YOU AND GIVE YOU AN EXPERIENCE BEYOND JUST CLOTHES. QUALITY OVER QUANTITY WILL ALWAYS PREVAIL AT FROST BIRGENS. THE COLLECTION BROADENS THE HORIZON ON KNITS. THEY VARY FROM SOFT COTTON TO DELICATE MERINO, TOUCHING WARM ANGORA AND FIRST QUALITY LAMB. THE KNIT DESIGNS PONDER CLASSIC CARDIGANS, THEY PLAY WITH PATTERNS AND THEY DARE THE KNITTED PANTS.

TWILL, VELVET, RAW CANVAS AND SUEDE MAKES THE LOOK OF THE SHIRTS AND CHINOS APPEAL TO THE WORKING MAN AS WELL AS THE IMPECCABLE GENTLEMAN WANTING TO STAND OUT. LAYER UPON LAYER IS A GENERAL THEME THIS TIME. THE CLOTHES UNDERNEATH IS ACCENTUATED. THIS IS SEEN AMONGST OTHERS WITH 'ANDERS' AND 'OLAV' KNIT, BOTH CARDIGANS OF WARM STURDY LAMBS WOOL, AS WELL AS 'JENS JACKET', INSPIRED BY SOLDIERS COATS. THIS AW10 COLLECTION PUTS FROST BIRGENS AT THE FOREFRONT OF A NEW ERA. AN ERA WHERE FOCUS ON PREJUDICE IS LEFT FOR WHAT YOU CAN CREATE YOURSELF AND TOGETHER.

Danish born Jakob Birgens Kristensen started FROST BIRGENS with the first collection in 2007. Today, Frost Birgens Copenhagen is a creative and inspiring company coowned by Jakob Birgens, Simon Hepworth and Christian Kjaer. Characterized by subtle functional details, Frost Birgens mixes styles from past and present in an informal and playful way, balancing the familiar with the astounding.

Frost Birgens takes a classic, familiar blazer with slit and elbow patches and designs it in knitwear of the highest quality. Functionality such as pants with belt function and large, practical chest pockets on shirts, knitwear, tees and jackets are also a typical characteristic of Frost Birgens. The relaxed look and the subtle details like extra-large shirt buttons and vertical paspel pockets make Frost Birgens a unique and exciting acquaintance.

[WWW.FROSTBIRGENS.COM](http://WWW.FROSTBIRGENS.COM)

FXDXV



# FXDXV



## *NIGHT*

FXDXV UNISEX LABEL, FOUNDED IN BERLIN IN 2006 BY SCANDINAVIAN DESIGNERS FELINA DAVIDA & KIM JAGUA. PRESENTING PRESENCE IS THE NEW UNISEX COLLECTION BY FXDXV. TAILORING VERSUS SIMPLICITY.

NIGHT BY FXDXV, IS A NEW PROJECT WITH A FOCUS ON PURE NATURAL COSMETICS. BY INTRODUCING A REVITALIZING NIGHT CREAM AND BODY OIL, IN BLACK/VIOLET GLASS THAT PRESERVES THE BIO ENERGY, FXDXV WANTS TO BRIDGE FASHION & CONSCIOUSNESS.

[WWW.FXDXV.COM](http://WWW.FXDXV.COM)

L A G O M



L A G O M



THE BRAND LAGOM STANDS FOR SOPHISTICATED STREET FASHION: EXPLORATIVE SILHOUETTES MARKED BY DECONSTRUCTIVE MINIMALISM WITH PATTERN-RICH DETAILS IN UNIQUE FORMS. LAGOM WAS FOUNDED IN STOCKHOLM 2007 BY NETTE SANDSTRÖM AND DANIEL ADAMS-RAY.

PHILOSOPHY: WHEN THE VIKINGS TOOK TIME OFF FROM BURNING AND PILLAGING, THEY USED TO GATHER AROUND THE CAMPFIRE TO DOWN A HORN OF MEAD. THOUGH THEIR THIRST WAS GREAT AFTER ALL THEIR EXERTIONS, IT BECAME A MATTER OF HONOUR FOR EACH WARRIOR TO RATION HIS INTAKE SO THAT THE HORN DIDN'T RUN DRY BEFORE EVERYONE HAD A SWIG. IN OTHER WORDS, ONE HAD TO DRINK TEAM-WISE, OR LAGET OM, LATER SHORTENED TO LAGOM.

[WWW.PRECISLAGOM.COM](http://WWW.PRECISLAGOM.COM)



kimberit

*TEMPORARY SHOWROOM SPECIAL*

WE WANTED TO EXPAND OUR FOCUS ON COUTURE FASHION THIS SEASON  
- THAT'S WHY WE INVITED HAUTE COUTURE LABEL KIMBERIT TO SHOW HER  
COLLECTION IN LINE WITH THE TEMPORARY SHOWROOM.



### ÉCOUTURE – „THE DYNAMIC OF A DRESS“

ÉCOUTURE – ‚THE DYNAMIC OF A DRESS‘ DEFINES MOVEMENT AS THE RELATION BETWEEN BODY AND OUTER LAYER. THE INTERDEPENDENCE OF BODY, MOVEMENT, MATERIAL AND SHAPE IS THE FOCUS OF THIS COLLECTION. IN WATER EVERYTHING HAS CONTINUAL MOTION. THE INSPIRATION FOR ORGANIC FORMS, FLOWING MATERIAL AND PASTEL TONES COME FROM NATURE AND THE OCEAN WORLD.

THE GOAL WAS TO EXPLORE THE INFLUENCING VARIABLES OF MOVEMENT, DEVELOPING GARMENTS WITH DIFFERENT RHYTHM AND EFFECTS, AS REBOUND-, NOD- AND FLOAT-EFFECT. THE SCULPTURAL DRESSES OF SILK CHIFFON ARE CREATED FROM ONE PIECE OF FABRIC BY USING THE DRAPING METHOD. THUS HAVING ONLY A FEW SEAMS WHICH DYNAMICALLY DEVELOPS ‚A LIFE OF ITS OWN‘ IN HARMONY WITH THE WEARER’S MOVEMENT.

The Berlin-based High Fashion label ‚kimberit‘ by the designer Kim Berit Heppelmann performs non-seasonal and regards clothing as an art medium – dressmaking as the architecture of movement. This is reflected not only in her collections but also in performances and exhibitions. The unique style is a result of a conceptual approach followed by an experimental design process. Strong silhouettes with emphasis on structure, shape and form seem to spring from their own world and get fabricated at the highest stage using noblest material.

The second part of the Collection Écouture – ‚The Dynamic of a Dress‘ will the first time be introduced during the Berlin Fashion Week at the Temporary Showroom. The first part was already awarded and nominated at several international fashion and art awards in 2009. In December Kim Berit Heppelmann won the Styles 2009 Competition of Gen Art in New York.

WWW.KIMBERIT.COM



# ozon

INTERNATIONAL ISSUE LAUNCH PARTY  
@ **TEMPORARY SHOWROOM**

THURSDAY 21.01.10

ozon presents: the heroes issue

7pm - open end

[www.temporaryshowroom.com](http://www.temporaryshowroom.com) | [ozonweb.com](http://ozonweb.com)

TEMPORARY SHOWROOM | FASHION AGENCY | KASTANIENALLEE 36A | 10435 BERLIN | +49 30 62204564

**OZON** INTERNATIONAL IS ABOUT TO MAKE ITS EXCITING DEBUT  
AT BREAD & BUTTER BERLIN AND CELEBRATE AT **TEMPORARY SHOWROOM**.

THE FIRST INTERNATIONAL AND ENGLISH-ONLY ISSUE WILL BE INTRODUCED ON THURSDAY  
THE 21ST OF JANUARY. THE OFFICIAL RECEPTION TAKES PLACE AT THE OZON BOOTH AT BREAD  
& BUTTER BERLIN, THE OFFICIAL PARTY WITH ALL FRIENDS, PARTNERS AND ACQUAINTANCES  
AT TEMPORARY SHOWROOM IT'S ALL IN THE MAKING, WE WILL HAVE MUSIC, DRINKS AND A  
SPECIAL PROJECT. A NIGHT TO REMEMBER BY OZON.



... AND MORE SUPPORT BY

**VELTINS** **Red Bull** *CHICZA* **WOSTOK**

## BARBARA I GONGINI

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### GERMANY:

Temporary Showroom

### Bulgaria:

Boutique Conte, Boyana District

### Canada:

Case Gardee, Toronto

### Denmark:

&Pagne, Copenhagen  
Art Rebels, Copenh  
Nagpeople, Cop  
Donn Ya Doll, Cop  
Sabine Poupinel; cop  
Lacour, Frederiksberg

### USA:

Debut, New York  
Barbara Philliipes Variety, New York  
Gambucci; California  
Pixie Market. New York  
Pixie Market, Los Angeles  
TG-170, New York

### France:

Le 66, Paris  
Galerie Simone, Paris  
Les Coulisses, Clermont Ferrand

## FROST BIRGENS

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### GERMANY:

Temporary Showroom, Berlin

### SWEDEN:

Tjallamalla, Stockholm  
David & Niklas, Stockholm  
Tjallamalla, Malmö

### DENMARK:

Pede & Stoffer, Copenhagen  
Hardware, Copenhagen  
Goggle, Copenhagen  
NAG, Copenhagen  
Fien, Copenhagen  
Pede & Stoffer, Aarhus  
Stoy Munkholm, Aarhus  
Eikon, Aarhus  
Kul & Koks, Odense  
Mikkelsen, Slagelse  
www.Preppy.dk

### HOLLAND:

Danskplads, Rotterdam

### FRANCE:

NoGood Store, Paris

## ODEUR

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### SWEDEN:

Carl&Henrik, Norrköping  
Concept, Helsingborg  
Debut, Örebro  
Ego, Eskilstuna  
Fico, Gävle  
Istället 0046, Vasteras  
Kii, Umea (Web: Kii.se)  
Plezuro, Stockholm  
Radiodays, Örebro  
Selvage, Kalmar  
Soda, Halmstad

### NORWAY:

Freudian Kicks, Oslo

### ITALY:

Wok, Milano  
Fashion Victim Store, Napoli

### POLAND:

Paradise Now, Warsaw

### AUSTRALIA:

Violent Green, Brisbane

### CHINA:

Harvey Nichols, Hong Kong

### DENMARK:

Goggle, Copenhagen

### SPAIN:

Doshaburi, Barcelona

### U.K. / ONLINE

Ok!-Ni.com, London

### PORTUGAL:

Vaipe, Lisabon

### USA:

Gamma Player, Chicago

### RUSSIA:

Le Store, St. Petersburg

### GERMANY:

Temporary Showroom, Berlin  
Four Store, Berlin  
Fitting Forward, Berlin

### JAPAN:

Ciento, Aomori  
Cannabis, Fukuoka  
Maps, Hiroshim  
Mintz, Niigata  
Cleopatra, Osaka  
Dog, Osaka  
Why are you here...?, Osaka  
No Target, Shizuoka  
Super Boys Market, Kagawa  
Factory (Cannabis), Tokyo  
International Gallery Beams, Tokyo  
Heathen (Midwest), Tokyo  
Edition (Tomorrowland), Tokyo  
Addition Adelaide, Tokyo  
Grime Effect, Tokyo  
Acycle (Ships), Tokyo

## FXDXV

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### GERMANY:

Temporary Showroom, Berlin  
Fourstore, Berlin  
Galleries Lafayette: Labomode  
+ Best of Labomode

### SPAIN:

Doshaburi, Barcelona  
A Substitute for Love, IBIZA

### JAPAN:

Shelter, Tokyo  
Delta, Tokyo

## LAGOM

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### SWEDEN:

Caliroots, Stockholm  
Tjallamalla, Stockholm  
Item, Stockholm  
Inspe, Stockholm  
Supermarket, Göteborg  
Tjallamalla, Malmö  
Istället 0046, Västeras  
Grencha Lifestyle, Norrköping  
Selvage, Kalmar  
Ish, Kungälv  
Bully, Linköping  
Debut, Örebro  
Radiodays, Örebro  
Sooda, Visby

### SCANDINAVIA:

Lot 333, Bergen  
Shft, Copenhagen  
Kmunch, Copenhagen  
9A, Varde

### GERMANY:

Temporary Showroom, Berlin

### USA:

The Brooklyn Circus, New York

### CHINA:

Glossy, Changhai

## SALES AGENCIES

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Zeeshan Chaudhary, Frankfurt am Main  
info@flux-factory.com

## PRESS

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Jakob Hedberg  
V Magazine, New York  
jakob@precislagom.com



The *Temporary Showroom* is a platform for european based and international fashion designers. As a fashion agency *Temporary Showroom* provides it's services to selected brands with exhibiting their work and presenting international fashion retailers their collections during international fashion weeks and on special appointments. The services of *Temporary Showroom* include sales/press/public-relation work and collection presentations on german and international fashion fairs and in private showrooms.

The *Temporary Showroom* Berlin, located in Berlin/Kastanienallee, is a combination of a fashion showroom and a direct customer point of sale. „Temporary“ refers to the limited period of time offered by *Temporary Showroom* to present new designs in the *Temporary Showroom* Berlin- gallery atmosphere. The presentation of the collections in Berlin is limited from 2 to 6 months, including, in cooperation with the designer, the individual composition of the room.

fashion agency  
**TEMPORARY SHOWROOM**

Kastanienallee 36a  
10435 Berlin  
Germany

BERLIN FASHION WEEK OPENING TIMES  
wednesday-saturday 11am-7pm  
and by appointment

GENERAL SHOP OPENING TIMES  
monday-saturday 12-8pm  
and by appointment

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