



# Mercedes-Benz

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## “Mercedes-Benz presents Özlem Sürer”

**Mercedes-Benz Fashion Week Istanbul** will move to digital platforms in its fifteenth season and present the collections of designers and designer labels on October 12 - 16 on <http://www.mbfwistanbul.com>. **Mercedes-Benz** has supported over 60 fashion platforms worldwide for over 25 years, and like all the fashion weeks sponsored globally, the brand continues the tradition of presenting the runway show of a designer since the first season of the event in Istanbul.

In the new season of this project, which has continued for seven straight years, Mercedes-Benz will support Özlem Sürer, the acclaimed Turkish designer who is celebrating the 30<sup>th</sup> anniversary of her fashion career, with the “Mercedes-Benz presents Özlem Sürer” runway show featuring her Spring/Summer 2021 collection. As part of this partnership, the “She’s Mercedes” platform, which draws from inspirational women, will mark Özlem Sürer’s 30<sup>th</sup> anniversary with a film project to immortalize her approach to fashion and design, her changing and evolving aspirations throughout her career, and her sources of inspiration.

Speaking about the runway show “Mercedes-Benz presents Özlem Sürer” that will be broadcast on <http://www.mbfwistanbul.com> on Wednesday, October 14 at 8.30 pm, the designer **Özlem Sürer** emphasized the importance of Mercedes-Benz’s support to them, “Mercedes-Benz, with its design strength and focus on technology, has been a valuable inspiration for this digital performance that celebrates our 30<sup>th</sup> anniversary. We see influences of this inspiration reflect on our visual effects and the collection’s sense of rhythm, and in all the forms as a whole.”

**Şükrü Bekdikhan, President of BoM and Passenger Cars, Mercedes-Benz Otomotiv**, emphasized the importance of this partnership, “We, at Mercedes-Benz Otomotiv, have supported the creatives of the fashion industry continually since the first season of Mercedes-Benz Fashion Week Istanbul. Now, in the first digital season of MBFWI, as we celebrate the 30<sup>th</sup> anniversary of Özlem Sürer, the distinguished fashion designer who has always created styles ahead of her time with her innovative vision, we are also excited to support the ‘Mercedes-Benz presents Özlem Sürer’ runway show in the digital age. In a season where design and technology meet, supporting Özlem Sürer, who shares the same values, is a delight for us at Mercedes-Benz.”

For her Spring/Summer 2021 collection named “Trianda”, Özlem Süer embraces a de-constructivist approach and presents sculptural silhouettes. The styles that are dominated by the designer’s signature drapery technique are created in a color palette of black, white, gray, gold and copper. In the story written with digital algorithms and codes, the models are featured as high tech androids mimicking human actions, drawing from Mercedes-Benz's technology. Contrasts between styles, textures and forms are highlights of the collection that tells the self-discovery journey of a woman in the post-pandemic new world order.

The creations of Özlem Süer, who is celebrating her 30<sup>th</sup> anniversary this year, are described as avantgarde, neoromantic, experimental, conceptual and interdisciplinary by fashion authorities. In addition to designing unique seasonal collections inspired by diverse stories, Özlem Süer also creates art installations in which she fuses different disciplines through a conceptual lens, and presents them in solo or group performances across the world. Since 1997, the designer, together with Ümit Önal, has represented Turkey in INTERCOLOR, International Commission for Color, where the colors and trends are forecast 24 months ahead of each season.

Özlem Süer will celebrate the 30<sup>th</sup> anniversary of her career in design with a number of events throughout the year. The brand’s logotype has also been reinterpreted by Yiğit Yazıcı to mark this special occasion.

**For further information and image requests:**

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