

## Influencers and fashion fans



During the Fashion Week in Berlin, the *Instyle Lounge* will once again open its doors to influencers, fashionistas and stars from the world of fashion and film. From 3 to 5 July, Instyle invites you to get to know and test the latest trend products and collections from selected fashion and lifestyle labels. On the occasion of the 20th anniversary of the fashion magazine, the lifestyle event will be extended to three days. On Friday, the Instyle Lounge will be dedicated to consumers, who can get in touch with their influencer idols and top brands.

An opening cocktail with influencers, stars from fashion and show business as well as customers and the Instyle editorial staff will take place on Wednesday from 10 a.m. to 12 noon. On Wednesday and Thursday, the lounge will be open to influencers, VIPs, bloggers and customers. More than 200 guests are expected.

On Friday, readers and consumers can get in close contact with top brands and influencers in the Instyle Lounge. Under the motto "Be *Instyle*", the *Instyle Lounge* belongs exclusively to readers and instyle fans on the third day. They can shop for the latest trends from top brands, get advice from hair and make-up stylists and prove their own model qualities at the instyle cover shoot. Celebrities such as Victoria Swarovski, Cathy Hummels, influencer

Leonie Hanne and the Instyle editorial staff reveal their personal fashion and beauty tips, and model Stefanie Giesinger invites visitors to take part in her favourite personal workout. A food lounge with drinks and cool sounds offers relaxation between the talks.

Tickets for "Be Instyle" are available for 25 Euro (including a styling and cover shooting) up to 45 Euro (including a full Goodie Bag). Information about the *Instyle Lounge* can be found in the magazine, online and on *Instyle's* social media channels.

### **Successful concept**

The concept of creating a platform for selected fashion, beauty and lifestyle brands that present themselves with their collections, products or special campaigns to multipliers with a wide reach and readers with an affinity for the brand is paying off.

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*"With the Instyle Lounge concept, we are using the brand's fashion expertise and radiance to bring selected fashion and lifestyle partners together with a young, fashion-conscious target group. Instyle thus creates a wide-ranging and sought-after environment consisting of influencers, VIPs and fashion-loving consumers".*

**Manuela Kampp-Wirtz**, CEO *BurdaStyle*

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The *Instyle Lounge* in July 2019 will feature more than 30 exhibiting brands including Biotherm, Rich&Royal, Mey, MAC Cosmetics, Volkswagen, Pandora, ghd and Jake's. The project, which belongs to the so-called third revenue stream, generates new revenues in the form of participation and stand fees as well as ticket revenues. The brand partners benefit from participation by meeting a target group perfectly tailored to them, consisting of influencers with a large reach, VIPs and fashion-savvy instyle fans. For readers and end consumers, the *Instyle Lounge* is an attractive brand experience, which in turn further intensifies the relationship between the consumer and the brand.

Since its successful launch in July 2017, the *Instyle Lounge* has been continuously expanded and has since been held twice a year at the Fashion Week in Berlin. From season to season, the number of participating partners has increased, so that the area has also been gradually expanded. The *Instyle Lounge* offers not only a platform for trends but also perfect entertainment with numerous campaigns on the part of the exhibiting brands. In January, around 700 visitors attended the two days: influencers, customers, designers and fashion-loving readers as well as celebrities from film and television.

by **Regine von Kameke**

Senior PR manager - *BurdaStyle*  
regine.vonkameke@burda.com



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