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Press release

Contemporary guidance system at the Berlin Fashion Week

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Twice a year, Berlin becomes the nexus of the fashion world. The Mercedes Benz Fashion Week is the centre stage for the latest collections from the fashion industry. netvico once again installed several display pillars tailored to this fashion event. The pillars presented not only a program overview but also information on the various shows.

netvico tailored the versatile pillars to suit the style of the Fashion Week information they presented. A white transparency with a black Fashion Week logo made the digital information pillars look just the picture. The content generated by netvico especially for the event was also an aesthetic success.

Two pillars were installed in the central Fashion Week marquee on Bebelplatz. Another pillar was used as a flexible means of informing visitors about the varied Fashion Week program at a number of offsites.

The attractive and functional information pillars enabled netvico to support the Berlin Fashion Week for the second time in a row and will hopefully lead to continued bookings in the future.

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<http://www.netvico.com/de/pressebereich>

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