Another fashion store? No, this is Showroom.

Introducing Showroom. - a collaborative project, atelier, and store all in one. Soon to be opened in the city centre of Prague, Showroom. is a unique space for all fashion enthusiasts who love quality materials and impeccable design. The atelier and store at Klimentská 3 cleverly connects 7 designers from various fields of fashion, whose products all complement each other. Showroom. will open its doors on the IIth of June, with a grand opening party starting from 18:00.

Collaboration

Showroom. consists of 6 different fashion brands, and put together they will style you from head to toe. Soolista introduces creative shirts and original clothing with great attentior to detail, Dyan makes distinctive leather shoes, PBG produces elegant leather bags, Monada brings in unique paper messenger bags and two jewellery brands. Klára Šípkova and Jara design are recognized for their minimalistic and art jewel collections. 'Our pieces go well together, we have similar taste in fashion, art, and design, and we're also connected by the need to use and produce quality products. 'As a result, we think that our clothes and accessories will appeal to customers with similar preferences' says the Showroom's concept founder, Zuzana Hartlová, and quickly adds: 'every 3 months we will introduce a guest designer who will bring a breath of fresh air into our concept.' Showroom.'s first guest will be Plove, a young brand known for its colourful swim suits that are just perfect for the upcoming summer season.

Designer Meeting point

Showroom. is not just another fashion store. It offers its clients an outstanding opportunity to meet the designers of their favourite brands, get specialist advice, or order tailor made pieces. Or they can just simply come in and mingle with like-minded enthusiasts of local fashion. The designers will take turns in Showroom. so every store visit will be a unique experience. At the same time the customers will be able to observe how some of the pieces are produced. This being a direct result of Klára Šípková and Soolista relocated their ateliers to Showroom. 'A big portion of our production is made to order, so meeting with our customers is a critical part of the process' explains Klára Šípková.

The Space

It is worth paying Showroom. a visit, not only because of its designers and unique products, but the space itself is a work of art on its own. Zuzana Hartlová, the fashion designer at Soolista is also an architect and designer of the Showroom.'s interior, which is to express the concepts behind the brands – simplicity, cleanliness of design, fusion of different brands and one common line represented by continuum of the interior construction.

The Grand opening

The public will get the first chance to fall in love with the fashion, space, and the designers themselves at the opening party on IIth of June, at 6 pm. They've prepared an excellent programme including refreshments, and music by DJ Rolando Garduno.