

Press release dated 4 February 2026

## **Kufsteinerland at Berlin Fashion Week 2026**

*Berlin/Kufstein* – When fashion becomes a stage for landscape, space is created for new narratives. With the presentation of Rebekka Ruétz's autumn/winter 2026 collection at Berlin Fashion Week, the Kufsteinerland Tourism Association continued its creative collaboration with the Tyrolean designer and brought Kufsteinerland to the heart of Berlin's fashion scene. The fashion show took place on Sunday, 1 February, at 1 p.m. at the Alte Münzerei.

Once again this year, the collaboration was not intended as a classic brand presence, but rather as a cultural dialogue. The LILITH collection translates themes such as origin, grounding and resilience into textile forms. Rebekka Ruétz designed an exclusive print for Kufsteinerland, which is used in various garments in the LILITH collection. The starting point is the landscape around the Kaisergebirge mountains, characterised by mountains, lakes and a combination of nature, culture and urban life.

### **Berlin experiences Kufsteinerland digitally**

The fashion show was complemented by an immersive installation: visitors were able to experience the Kufsteinerland region through virtual reality glasses. Short film sequences guided them through alpine landscapes, urban spaces and cultural sites. This allowed guests, media professionals and influencers to experience Kufsteinerland in the heart of Berlin for a moment – embedded in the environment of international fashion and creative media.

TVB chairman Georg Hörhager, marketing manager Sabine Jahns and two other members of the team were on site to accompany the presentation. Their personal presence underlined the aim not only to make the cooperation visible, but also to actively develop it further – with the goal of positioning Kufsteinerland where new images, attitudes and narratives are created.

### **Raising awareness of Kufsteinerland in urban areas**

'Bringing mountains into the fashion scene means creating new approaches,' is the basic idea behind the cooperation. Kufsteinerland was experienced as a space for inspiration. Not as a backdrop, but as a cultural resonance space that combines design, nature and contemporary thinking. For the region, this approach opens up new points of contact with an international, urban audience and strengthens the perception of Kufsteinerland as a place where culture, design and regional identity unfold their effects.

Georg Hörhager, TVB Chairman: "The Kufsteinerland region stands for the interplay of culture and nature. The renewed collaboration with Rebekka Ruétz offers us the opportunity to convey this attitude to an urban, internationally oriented audience in the capital. The presence of Kufstein Fortress, the archaic depths of the Tischofer Cave and the power of the Kaiser Mountains are reflected in the attitude and parts of the collection. Berlin is a central location for us to appeal to new target groups with modern storytelling and high media presence."

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**Press photos:** Publication for editorial purposes free of charge if the image source is stated

**Image 1:** Designer Rebecca Ruétz, TVB Chairman Georg Hörhager and TVB Marketing Manager Sabine Jahns (from left to right); © TVB Kufsteinerland

**Image 2:** Kufsteinerland at Berlin Fashion Week; © TVB Kufsteinerland

**Image 3:** Guests at Rebecca Ruétz's fashion show in Berlin were able to discover Kufsteinerland through VR glasses; © TVB Kufsteinerland

### **Further information for media representatives**

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