



PRESSKIT

2022

GATE

CONCEPT BOUTIQUE
KÖPENICKERSTRASSE 194
10997 BERLIN

//GATE194.BERLIN



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GATE 194

// A SYSTEM OF SPACES LOCATED IN BERLIN KREUZBERG -
WHILE CONNECTING FASHION AND ART **GATE** EMBODIES CONNECTIVITY;
IT GUIDES THE VISITOR TOWARDS THE UNSEEN.
GATE IS A PLACE OF PASSAGE, PARTICULARLY OF ENTRY.

AFTER DECADES IN THE INDUSTRY, **THE OVERKILL GMBH** BECAME MORE AND MORE FOCUSED ON HIGH FASHION, IN ORDER TO WELCOME A NEW ERA, **GATE** WAS BROUGHT TO LIFE - A MULTIBRAND CONCEPT STORE CONCEPTUALIZED SINCE 2017 AND ESTABLISHED IN 2019. AFTER TWO YEARS, WE ARE PLEASED TO SAY THAT WE EXCEEDED OUR GROWTH AGENDA NATURALLY. MOREOVER, WE GENERATED ORGANIC SALES OVER MORE THAN ONE MILLION EURO WITHIN THE FIRST 12 MONTHS.

WHILE **GATE** CONTINUES TO GROW, **OVERKILL** FOUNDED IN 2003, STAYS DEVELOPING TOO. THE COMPANY BROKE THROUGH THE 20.000.000 € YEARLY REVENUE IN 2019 - LUCKILY, THE PANDEMIC DID NOT STAND IN OUR WAY AND WE CONTINUE TO GROW ORGANICALLY IN SPITE OF CURRENT CIRCUMSTANCES. WE KEEP EXPANDING AND NEXT TO OUR HQ IN BERLIN, WE RECENTLY OPENED ANOTHER STORE IN COLOGNE, GERMANY. FURTHERMORE, THE DISTRIBUTION OF OFFLINE AND ONLINE SALES IS BALANCED 25/75.

2019 -

START AND GROWTH

GATE IS LOCATED IN THE HEART OF BERLIN, KREUZBERG -
AFTER WALKING THROUGH OUR GATES YOU WILL BE WELCOMED BY A CHARACTERISTIC YARD.
THE REMISE IS DIVIDED IN TWO SECTIONS, OUR SALES AREAS AND OUR SHOWROOM IN WHICH WE
DISPLAY NEW ARRIVALS AND FEATURE PARTNERS AND ARTISTS. THE STORE DESIGN AND CONCEPT
ROTATES AROUND THE CONTRAST BETWEEN THE SYNTHETIC AND THE ORGANIC,
THE DIGITAL AND THE ANALOG, THE MAN AND MACHINE.

MONDAY TO SATURDAY FROM 12 TO 8PM

STORE
KÖPENICKERSTRASSE 194



SALES AREA / 1 ENTRANCE
W/ GREEN WALL FEATURING OUR
CHANGING ROOM

THE HERITAGE OF THE BUILDING IS CONTRASTED BY A CLEAN SPACE, WHERE METAL STRUCTURES TRANSLATE TRADITIONAL SMITH'S WORK INTO A CONTEMPORARY PERCEPTION.

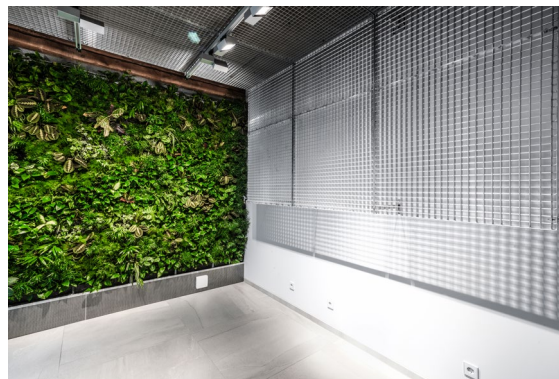
GATE IS A SYSTEM OF SPACES - THE MAIN SPACE IS THE CENTER OF THE CONSTRUCTION FOLLOWED BY TWO DIVIDED SECTIONS.

AFTER ENTERING THE YARD, YOUR FIRST EXPERIENCE AT GATE WILL BE THE **SALES AREA /1** - THIS SPACE HOSTS THE MAIN CORE OF CURRENT COLLECTIONS ON ITS RACKS WHILE FOOTWEAR, ACC AND SCENTS ARE DISPLAYED ON MARBLE SHELVES FOLLOWED BY A VARIETY OF ZINE'S AND CONTEMPORARY LIFESTYLE PRODUCTS AT THE CASH DESK. THE CURATED SELECTION CONTINUES OPPOSITE THE MAIN STORE; THIS IS WHERE YOU WILL FIND **SALES AREA /2** - A MORE INTIMATE SPACE FEATURING THE MOST FASHION FORWARD PIECES, A BARISTA MACHINE AND A SMALL KITCHEN TO PROVIDE EXTRA COMFORT.

A HIDDEN CHANGING ROOM IS PLACED BETWEEN /2 AND THE SHOWROOM SPACE, 30,5QM WHICH TO CONNECTS THE STORE W/ COMMUNITY AND PARTNERS. OUR **SHOWROOM** - A SPACE DEDICATED TO ARTISTS AND BRANDS, IN ORDER TO BRING THEIR IDEAS AND TEMPORARY INSTALLATIONS TO LIFE ALL YEAR ROUND.



SALES AREA /1
W/ INTERCHANGABLE MARBLE DISPLAY'S
AND INDUSTRIAL DETAILS



SALES AREA /2
W/ GREEN WALL, DISPLAY SPACE
AND SPOTLIGHTS



SHOWROOM
ITALIAN MARBLE TILES, LED SPOTLIGHTS
AND BLANK ALUMINIUM GRIDS



SALES AREA /1
STORE VIEW FROM CASH DESK
FACING THE GREEN WALL



GATE / BACKYARD
FIRST IMPRESSION
/1 LEFT /2 + **SHOWROOM** ON THE RIGHT



SALES AREA /1 RACKS
DISPLAYING A CURATED
SELECTION OF APPAREL AND BITS



SALES AREA /1 DISPLAY
ACCESSORIES, ZINE'S AND SCENTS
ON INTERCHANGEABLE MARBLE SHELVING



SALES AREA /2
METAL GRIDS FOR DISPLAY
AND ADDITIONAL GREEN WALL



SALES AREA /2
SHOWROOM ENTRANCE DIVIDED BY
COFFEE MACHINE AND CHANGING ROOM



SHOWROOM
ITALIAN MARBLE TILES, LED SPOTLIGHTS
AND BLANK ALUMINIUM GRIDS

GATE BELIEVES IN THE CENTRALITY AND POSSIBILITIES OF A SPACE BUT MOST IMPORTANT; THE ABILITY TO FOSTER AND NURTURE THE COMMUNITY, WHICH SHAPES OUR CONTEMPORARY REALITY - IT IS A PLACE OF PASSAGE, PARTICULARLY OF ENTRY. A SPACE THAT INVITES THE CUSTOMER TO UNDERSTAND THE EXISTENCE OF A CONNECTIVITY IN BETWEEN A RETAIL SPACE AND OUR LIVES IN THE CITY. IT IS A PLACE BUT MOSTLY A THOUGHT - A GLIMPSE OF THE HUMAN BEING.

AFTER EXPERIENCING A TOUGH YEAR FOR HUMANITY AND OVERCOMING PHYSICAL RESTRICTIONS **GATE** HAS REINFORCED AND REFINED ITS SPIRIT, SPACE AND APPEARANCE WHILE CONSTANTLY FOCUSING ON BUILDING AND CARING FOR ITS AUDIENCE. OVER THE PAST YEAR **GATE** HAS BEEN ABLE TO EXPAND ITS PHYSICAL SUCH AS DIGITAL NETWORK, TO THINK IN NEW WAYS AND TO GROW TO A NEW DIMENSION.



GATE EMBRACES THE CULTURAL CLASH AND VARIETY IN THE FASHION INDUSTRY AND SUPPORTS THE CURRENT ZEITGEIST. WE ARE PLEASED TO OFFER A GROWING SELECTION OF CONTEMPORARY AND UPCOMING BRANDS IN FASHION, FOOTWEAR AND ACCESSOIRES AS WE CONTINUE TO KEEP AN EYE OUT FOR OTHER WAYS OF EXPRESSION, SUCH AS FIGURATIVE ART AND MUSIC.

OUR SELECTION OF BRANDS LIVES BY THIS PRINCIPLE; CONTRAST. PLACING EAST AND WEST ON THE SAME RACK, COMBINING CRAFTMANSHIP AND INNOVATION, AESTHETIC AND UTILITARIANISM JUST LIKE MINIMALISM AND HECLECTICIS - BLENDING THE OPPOSITES TO CREATE A DIFFERENCE.

APPAREL

032 C
1017-ALYX-9SM
424 INC
A-COLD-WALL*
ACRONYM
CASABLANCA
CELINE
COMME DES GARÇONS
ECKHAUS LATTA
EVISU
FENG CHEN WANG
GMBH
KENZO
HELMUT LANG
HERON PRESTON
ICEBERG
JUNYA WATANABE
JUUN J.
JW ANDERSON
MAGLIANO
MARCELO BURLON
MARNI
MARTINE ALI
MARTINE ROSE
MISBHV
PORTER YOSHIDA & CO.
RAF SIMONS
READYMADE

RHUDE
RICK OWENS
ROMBAUT
SAINT MXXXXXX
STONE ISLAND
TELFAR
UNDERCOVER
VETEMENTS
VISVIM
YOHJI YAMAMOTO

LIFESTYLE

19-69
ALL BLUES
CURINOIR
HAECKLS
LAURENT MAZZONE
LINDA FARROW
MARIA BLACK
MEDICOM
POLAROID
THE GREY

ZINE

ACHTUNG
HIGHNOBIETY
DUST
FUCKING YOUNG
L'OFFICIEL HOMMES
SLEEK
RICHARDSON
VOGUE HOMME



AND COUNTING -

INTER ALIA, THE VISION AND PROGRESS IN PLACE FOR **GATE** DOES DEPEND ON THE WILLINGNESS AND FLEXIBILITY OF FUTURE PARTNERS - WE CARE FOR FORWARD THINKING, WELL BALANCED AND LONGTERM PARTNERSHIPS. ONE OF OUR KEY ELEMENTS IS CONSISTENCY, CERTAINLY THROUGH INTRICATE TIMES. AS THE FASHION INDUSTRY MOVES FASTER, **GATE** COULD BE A STRONG PARTNER AT YOUR SIDE AS NEW SYNERGIES ARE ENVISAGED.

ANALYZING BERLIN, THERE IS PLENTY OF POTENTIAL FOR THE CONSUMER MARKET AND WE ARE LOOKING FORWARD TO BOOST AND STRENGTHEN THE GERMAN TARGET GROUP. OUR CONTRAST, MUTLTIFACETED- AND LIVELINESS IS A SPRINGBOARD AIMING FOR TOMORROW'S AUDIENCE. **GATE** IS CURRENTLY ASPIRING TO ELEVATE AND ESTABLISH ITSELF IN THE LUXURY FASHION WORLD, WE ARE IN CONVERSATION WITH THE LISTED KEY PLAYERS AND VERY MUCH LOOKING FORWARD TO ADD YOUR NAME TO THE LIST -

PURSUIT

LISTING AND TOMORROW

CONCEIVING

ALEXANDER MCQUEEN***
ANN DEMEULEMEESTER***
BALENCIAGA***
BOTTEGA VENETA
BURRBERRY
DIOR
DRIES VAN NOTEN***
FEAR OF GOD***
FENDI
GIVENCHY***
GUCCI
INNERRAUM***
JACQUEMUS
JIL SANDER***
MARTIN MARGIELA***
MASTERMIND***
MONCLER***
OFF WHITE***
PALM ANGELS***
RANDOM IDENTITIES***
WALTER VAN BEIRENDONCK
AND MORE....

AND COUNTING -

*** = ALREADY IN CONTACT



2019

01/06 **OPENING**
RUNWAY AND LAUNCH

04/07 **SAFEHOUSE**
SHOWROOM INSTALLATION

23/08 **LIAM HODGES**
ELLESSE LAUNCH

20/09 X **SANKUANZ**
COLLECTIVE PERFORMANCE

27/09 **GHOSTEMANE**
AFTERPARTY

08/11 X **SOUVENIR OFC**
COLLAB AND INSTALLATION

15/11 **POLAROID**
WORKSHOP

EVENT
SPACE AND PRODUCTION

2020

14/01 **FASHION COUNCIL**
EXHIBITION AND PERFORMANCE

28/02 **STUDIO LILO**
INSTALLATION

12/03 **TRIPPIE RED**
AFTERPARTY

19/03 **RAF SIMONS**
FRED PERRY COLLAB LAUNCH

COVID PAUSE -

2021

05/08 **[RE]OPENING**
GET 2 GETHER

02/09 **032C**
RTW LAUNCH

08/09 **FASHION COUNCIL**
INSTALLATION

23/09 **POLAROID**
NOW+ RELEASE

30/09 X **COPYSHOP** ©©
LAUNCH AND POP UP

09/10 X **KOBOSIL**
LAUNCH AND AFTERPARTY

28/10 X **TREFFPUNKT**
LAUNCH AND RTW SHOWROOM

TBA

NIKE
WORKSHOP

X **ECCO**
COLLAB LAUNCH

HERON PRESTON
SHOWROOM

X **FRED PERRY**
COLLAB LAUNCH

GATE PRES.
A SYSTEM OF SPACES

SINCE OPENING OUR DOORS IN TWO NINETEEN WE HAVE BEEN ABLE TO CREATE A CONTEMPORARY LIVING ROOM AND A SAFE SPACE TO GATHER OUR EVER GROWING DIVERSE COMMUNITY - TOGETHER W/ OUR PARTNERS **GATE** CONCEPTUALIZES LAUNCHES, SHOWROOMS, ART INSTALLATIONS AND EXHIBITIONS ACCOMPANIED BY CURATED TUNES AND LIVE ACTS.

OUR SPACE + YARD SERVES AS A PLAYGROUND, MAKING IT ABLE TO BLEND IN W/ BRANDS AND MOODS. WE PRODUCE EVENTS IN A WIDE VARIETY TO KEEP PRESENTING AND SUPPORTING YOUNG ARTISTS, MUSICIANS AND CREATIVES FROM OVER THE WORLD.

ADDITIONALLY, WE ARE PLEASED TO ENJOY THE REGULAR CHANCE TO INSPIRE AND GET INSPIRED BY PEOPLE AND CREATIVES WHICH SHARE THEIR ENERGY AND JOIN OUR MOVEMENT.

A GIFT, THAT KEEPS ON GIVING -



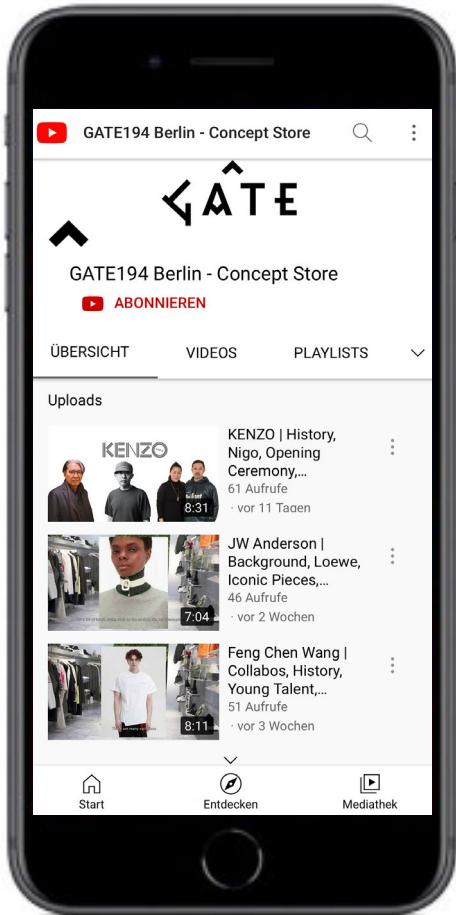
STUDIO LILO
PROFIL
INSTALLATION



032C
MARIA COLLECTION
A/W21 RTW LAUNCH AND PRESENTATION

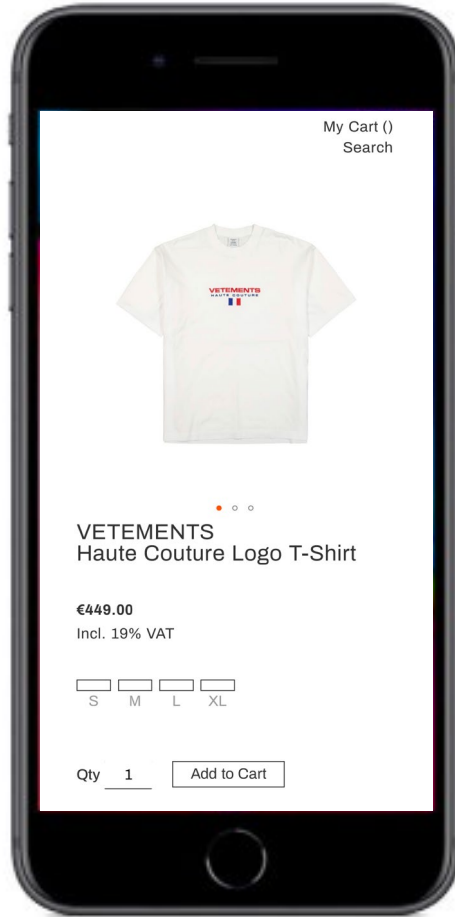
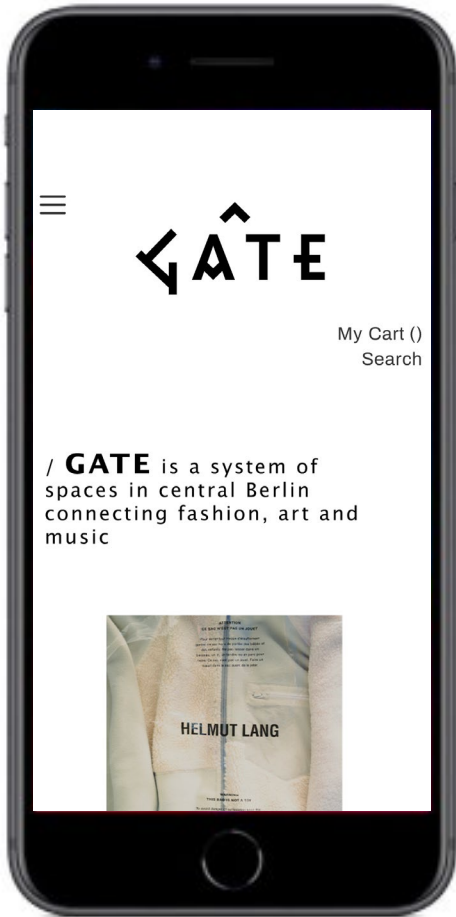


TREFFPUNKT
SNZZFV
COLLAB LAUNCH AND POP-UP



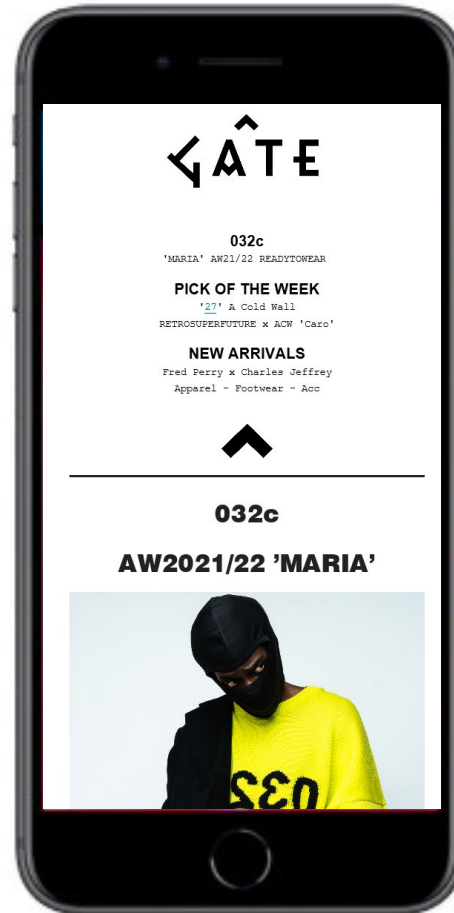
YOUTUBE

PICK OF THE WEEK / A FORMAT PRESENTING THE INDUSTRIES MOST SOUGHT AFTER DESIGNERS AND PIECES



WEBSHOP

UPDATED WITH NEW ARRIVALS ON A DAILY



WEEKLY (2) + PR NEWSLETTER

UPDATES ABOUT NEW ARRIVALS, RELEASES AND BRAND ADDITIONS SUCH AS EVENTS AND RECAPS

THANKS FOR WATCHING



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