

Musical movement and fast fashion

Pressemitteilung BMW Bike / Andy Dukes

When the New Season Start kicked off at BMW Motorrad Zentrum Munich, those who attended were treated to a vibrant fashion show of some intensity, thanks to choreographer Alexandra Martens and her hand-picked troupe of dance models, chosen as much for their good looks as their energetic moves.

The assignment was clear: to showcase Husqvarna fashion and BMW Motorrad's Style Collection in an innovative and entertaining way. For Alexandra, who has been trained in classical ballet, dance opera, street, hip hop, and just about any other dance forms you can think of, this event was all about putting on the kind of performance that is alive with excitement.



“These days it’s not enough to just walk down the catwalk – I believe that fashion shows should have a high entertainment factor,” says Alexandra. “They have to be special, with a strong focus on showing the collections off in the best way. I like to combine the commercial modelling side of fashion with dancing and provide a complete package to clients. My dancers are chosen as much for the way they look as for their ability to entertain. Premium brands such as BMW Motorrad like to have models, but it’s even better if you can offer models that are also great dancers!”

Indeed, when you see the tight choreography perfectly matching the music and the dancers filling all the available space and really engaging with their audience, it’s clear that these professionals know each other so well that they can quickly learn to adapt routines and steps, as well as perform in clothes that are not easy to dance in – yet still carry themselves effortlessly and elegantly, so that a range of clothing collections can be shown in a matter of minutes.

“Backstage, things were pretty hectic,” admits Alexandra. “When the guys were performing, we were quickly changing into the next girls’ outfits in order that we could show as many items as possible. And when we went on stage, the guys did the same thing. Of course, we were all together at the beginning and end – for the grand finale, making sure our positive energy came out in every performance that we did. I really enjoyed this day; the bikers that visited were great fun and very appreciative of our shows, and the fashion lines are of course very impressive.”

Having worked with many big name clients all over the world – including BMW cars – Alexandra enjoyed her first assignment with BMW Motorrad, although it certainly won’t be her last, as she is currently in talks with Chris Pfeiffer for a ‘dance in motion vs streetbike freestyle riding’ project, where she and Chris will combine their talents to choreograph a special performance, the like of which has never been seen before – on two legs or two wheels!

“I’m really looking forward to working with Chris,” she said. “We had a first training last December and I even went on the back of his F 800 R, which is something I wouldn’t do with anyone else, although he didn’t do anything too acrobatic! We have some early ideas and plan to bring this project to life with an outdoor shoot when the weather is warmer.”

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