



A BRAND NEW MIX

From January 16 – 18, 2018, Panorama Berlin will present the trends for the upcoming winter season. Under the motto *Shaping Identities*, it will take place on 45,000 square meters of exhibition space and will feature approximately 800 exhibitors in eleven halls – with a revised exhibitor portfolio and a new segment structure.

Brands need a strong identity to be relevant for customers. As a service provider and hub for the industry, Panorama Berlin is also redefining its identity this year:

“After 10 successful seasons, we decided to take the concept we’ve used so far and revise it in a way that makes sense,” says Jörg Wichmann, CEO of Panorama Berlin. “Shaping Identities describes our mission and is also what we are asking our brands to do: Sharpen your profile and present your brands with a strong message. Thanks to a new **hall structure**, expanded **lifestyle areas** and our brand-new **community areas**, Panorama Berlin remains the best platform for this.”

We changed the **hall structure**, so it’s easier for visitors to get oriented. There will be areas specifically for women’s wear and specifically for men’s wear. With products that seamlessly transition from casual to formal, from classic to progressive, these areas will truly reflect the purchasing behavior of modern customers:

Hall 1 presents exclusive women’s wear, beginning with high-quality, feminine apparel by **GRACE** and continuing in Hall 3 with the younger, more extroverted women’s world of **STYLE HUB**. After this, Hall 5 focuses on **ACCESSORIES**.

GENTS (Hall 2) and **MODERNIST** (Hall 4) offer clothing that ranges from classic men’s wear to progressive upper casual and contemporary unisex collections. This is followed by the shoe collections presented in **SOLED** (Hall 6).

XOOM, the new platform for sustainable fashion, is a first-time exhibitor and can be found in Hall 7C, while **HIPSTAR** (Hall 7B) continues its focus on plus-size fashion, and **LECTURES** take place in Hall 7A.

Once again dedicated to denim and streetwear, **NOVA** (Hall 9) serves as a connecting point, both thematically and in terms of location, to *Selvedge Run – Trade Show for Quality Garments and Crafted Goods* in the Marshall House.

INSPIRATION & COMMUNITY

In addition, the concept of **lifestyle areas** – in other words, fashion with integrated lifestyle products – which was already successfully implemented in the NOVA area, will now be introduced in the main halls. The various halls will be set up like modern department stores: The architecture will direct visitors to the center of the halls, where products and gadgets selected for the respective target groups will be presented, strengthening the segment and adding new sources of inspiration. Moreover, these lifestyle areas will feature visually impressive **community areas** that will be inspiring to see and experience. Visitors are invited to stop by and chat, which will promote dialogue and interaction within the industry.

“The 2018 Fall/Winter season will address the increased need for inspiration, emotion and information and usher in Panorama Berlin’s next chapter,” says Jörg Wichmann.

BRAND HIGHLIGHTS

H1 GRACE MUCHO GUSTO, MARC CAIN, A-LINE CLOTHING, COSTER COPENHAGEN, OUI, HERRLICHER, SOAKED IN LUXURY

H3 STYLE HUB MSCH COPENHAGEN (NEW), YAS, PIECES, PEP (NEW), GRACE & MILA (NEW), SAINT TROPEZ, KLEINIGKEIT, FREQUENT, IMPERIAL, RE.DRAFT, DERHY, LOFTY MANNER (NEW), VILA (NEW), BSB JEANS, RINO & PELLE, BUENA VISTA, BROADWAY NYC FASHION, BLUTSGESCHWISTER

H2 GENTS NOWADAYS, ROY ROBSON, OLYMP, BENVENUTO, GORDON BROS, DIGEL MOVE

H4 MODERNISTS SAND (NEW), KNOWLEDGECOTTON APPAREL (NEW), J. LINDBERG (NEW), OSCAR JACOBSON (NEW), CINQUE, CG-CLUB OF GENTS, SCANDINAVIAN EDITION (NEW), HENRY I. SIEGEL

H6 SHOES BUFFALO (NEW), PANAMA JACK (NEW), FABULOUS FABS (NEW), VAGABOND, FILA, PAVEMENT, KMB, MUNDART, SANDARA (NEW), FELMINI, KANGAROOS

H5 ACCESSORIES CODELLO (NEW), ADAX (NEW), NORTON (NEW), VANZETTI, EMILY & NOAH, TOM TAILOR, MY JEWELLERY (NEW), JOMA JEWELLERY (NEW), CARIDAI (NEW), ABBACINO (NEW)

H7B HIPSTAR MAT FASHION, DORIS STREICH, KJBRAND, JUNAROSE, ZIZZI, ADIA, ZOEY (NEW)

H7C XOOM – SUSTAINABLE FASHION DEGREE CLOTHING, FRIEDA SAND, GREENBOMB, KOMODO, LANA, ORGANICATION, RECOLUTION, NATURALMENTE BY SCHWEIKARDT MODEN, TRANQUILLO, VATTER FASHION

H9 NOVA CHASIN (NEW), COLORADO DENIM, GUESS, SOLID, ONLY & SONS, MISS SIXTY, FORNARINA, H.I.S, GARCIA, BENCH, DESIGUAL, PETROL INDUSTRIES, JACK & JONES, MAZINE, DIDRIKSONS 1913, CHIEMSEE, DERBE, PADDOCK’S JEANS (NEW), TEN POINTS, LE TEMPS DES CERISES (NEW)