**SHOW&ORDER**

**PRESS RELEASE, Berlin 25th September 2015.**

SHOW&ORDER sets early bird date and starts Berlin Fashion Week one day earlier

***SHOW&ORDER announce a new date: Monday 18th - Wednesday 20th January 2016***

**SHOW&ORDER will open its doors one day earlier, on Monday 18th January 2016.**

**CEO Verena Malta chose this date intentionally and service-orientated:**

**“After a lively exchange of ideas with the industry we would like to accommodate our buyers, exhibitors and agents with the rescheduled earlier opening day. Opening on Monday provides time and cost savings to both exhibitors and distributors, and enables them to place their orders in a more relaxed way. This is important since nowadays, cost and time are crucial issues that, we as trade fair organizers, commit ourselves to."**

**"In addition, Paris will take place immediately after Show&Order. Paris is especially im-portant with regards to young contemporary womenswear and accessories", Malta adds.**

**The new French Showroom SO… by SHOW&ORDER which started last season will be continued in January. It is not only an inspiring enrichment for the trade, but it also focuses the internationality of our trade fair. SO… by SHOW&ORDER presents a unique , international selection of Ready-to-Wear, accessories and lifestyle products in a separate area within the fair.**

**Press Contact**

**Kim Lara Linke Lena Wanders**

Head of Fashion&Lifestyle Head of Fashion&Lifestyle

+49 (0) 211 749 59 69 – 2 +49 (0) 211 749 59 69 – 8

kim@textschwester.de lena@textschwester.de

**PR + Presseagentur textschwester . Duisburger Straße 19 . 40477 Düsseldorf**