

SUPREME KIDS

Press release

SUPREME KIDS MEETS EVERY EXPECTATION

Three days filled to the brim with kids' fashion trends and a great atmosphere

Munich, January 2015 – The **fifth edition of Supreme Kids** at MTC world of fashion, house 1 in Munich has met everyone's expectations: exhibitors, visitors, and industry professionals were highly satisfied with the order show. All relevant brands and manufacturers took the opportunity to present their latest trends and collections at Southern Germany's most important kids' fashion order platform on **January 25 through 27, 2015**. Major key players of the segment, including Replay, Levis, Pepe Jeans, Sigikid, bellybutton, and Marc O'Polo, were joined by numerous smaller, yet equally important kids's fashion brands, among them Catimini, Noukies and Blutsgeschwister. The wide range and top quality of the exhibitors underscores Supreme Kids' high status.

As in previous seasons, this edition of Supreme Kids inspired all participants with its vibrant and positive atmosphere. The buzz of contacts being made, orders being placed, and excitement about the new collections could be felt on all floors. Many exhibitors arrived with a packed schedule and were able to take numerous order meetings right there and then. Sunday was the busiest day this season, which was unsurprising since the event started on a different day of the week than in previous years to accommodate exhibitors who also attended the preceding trade show in Florence.

*"Most Sunday orders came from small children's boutiques and stores," says **Martina Westermeier, Project Manager Supreme Kids**. "After talking to exhibitors and retailers and checking the national and international kids' fashion trade show calendars, we've decided to return to our familiar, established schedule in summer and start Supreme Kids on a Friday, running until Sunday. It has become clear that many customers need a day and a half or two days to view and order the collections. And many smaller boutiques just can't stay closed on a weekday."*

For the first time this season, Japanese infants' fashion label Cofuco Baby and L.A.-based Lauren Moshi showed their collections in Germany – clear evidence that Supreme Kids is increasingly being noticed by international brands. Many of these research the German trade show landscape very thoroughly before settling on Supreme Kids as their best entry point into the German market. *"Manufacturers from Asia have indicated increased interest in Supreme*

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*Kids, even prior to this latest edition,” says **Martina Westermeier**. “They realize the importance of Supreme Kids for the kids’ fashion segment in the German-speaking markets. We are looking forward to an exciting new season.”*

Roundabout 140 exhibitors presented approx. 400 collections at the fifth edition of Supreme Kids.

Many visitor hail from Southern Germany, but the numbers of visitors from other parts of the country, especially Northern Germany, are steadily on the rise. Supreme Kids' platform presents all relevant kids' fashion brands, a great attraction factor for national visitors. The comprehensive brand portfolio makes ordering more efficient.

Supreme Kids also attracted numerous visitors from Austria, Switzerland, and Italy.

*“It was a highly satisfactory start to the season,” concludes **Martina Westermeier**. “The positive feeling in the market was palpable and I hope that it will continue throughout the year and our upcoming season in July.”*

The sixth edition of Supreme Kids is scheduled for July 17th through 19th, 2015.

It is preceded by Kids Celebration, the order platform for festive kids' fashion, May 20th and 21st at MTC World of Fashion, house 1 in Munich.

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About The Supreme Group by munichfashion.company

munichfashion.company GmbH was established in 2007. Instead of the two events at the beginning, it now organises eleven trade fairs offering international brands and agencies in Düsseldorf at the B1 and in Munich at the MTC world of fashion, Haus 1, light-flooded exhibition platforms, high-end to luxury stand concepts as well as presentation possibilities. In the wake of focusing all trade fairs under the umbrella brand “The Supreme Group” they will now be given consistent names. The organiser of all Supreme trade fairs is munichfashion.company GmbH.

Their portfolio includes the order platforms Supreme Women&Men in Düsseldorf and Munich, as well as Supreme Kids and Supreme Kids Celebration, Supreme Body&Beach and Supreme Tracht&Country, all held at the Munich venue.

Both venues are also offered for temporary rental, as temporary showrooms for fashion suppliers or for organisers and/or service providers requiring temporary exhibition, congress or event space.

Maserati & The Supreme Group

Italian luxury automobile manufacturer Maserati and The Supreme Group by munichfashion.company renew their breathtaking style partnership for the entire fashion year 2015. Declaring their shared “passion for fashion,” the two companies build on the highly successful cooperation since July 2013 to strengthen their partnership.

Maserati stands for a 100-year heritage as one of the most outstanding Italian car manufacturers.

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