

LIBERTY FAIRS

P R E M I U M
G R O U P

LIBERTY FAIRS FASHION GROUP WILL SELL A STAKE TO THE PREMIUM GROUP

New York & Berlin, September 15, 2018 – Liberty Fairs Fashion Group announces today that the PREMIUM GROUP is about to purchase a minority stake of the company. This deal will cement a strategic alignment amongst Liberty Fairs Fashion Group shows - which include Liberty Fairs, Cabana and Capsule - and the Premium Group. Liberty Fairs and Premium Group have a longstanding relationship, as the two groups have carved out their signature footholds in the men’s and women’s contemporary fashion markets in both the US and Europe.

Liberty Fairs Fashion Group, founded and led by Sam Ben-Avraham, is a dynamic powerhouse of men’s and women’s contemporary trade shows located in New York City, Las Vegas and Miami Beach. Founded by Anita Tillmann, the Premium Group is based in Berlin and is a leading global fashion trade show organizer in Europe.

For Liberty Fairs Fashion Group, which acquired Capsule in April 2018, this alignment with Premium Group marks an ongoing expansion and diversification to amplify its exposure in the women’s market. “We have always admired the Premium Group and the Liberty family has a long-standing friendship with Anita and her team. It makes all the sense in the world for us to work together as our respective shows explore expansion possibilities at an international level,” describes Sam Ben-Avraham, founder of Liberty Fairs Fashion Group. “This deal gives us the opportunity to officially join forces as Premium Group explores the trade show market in the US, and as we evaluate different options in taking Liberty, Capsule and Cabana to Europe.”

Anita Tillmann, Managing Partner of the PREMIUM GROUP, says: “we are tremendously excited about the prospect of working with the incredible Liberty team. The global fashion industry is highly dynamic and constantly changing and evolving. There is a huge opportunity to provide state-of-the-art events focused on commerce, community and relevant content in order to better serve the changing needs of brands and retailers. The combination of the Premium Group’s strong relationships and long history of cutting-edge events and Liberty Fairs’ network and expertise makes this an ideal partnership.”

In addition to news of this venture, Liberty is shaking things up in Las Vegas in February 2019 and moving its shows to downtown Las Vegas. At this new downtown venue, the companies will unveil their first iteration of Premium Group alongside Liberty Fairs in the US and, furthermore, develop a new concept for the womenswear segment in New York City.

For more information, please contact Kara Zawacki of Liberty Fairs via email at kara@libertyfairs.com or Lena Elster of Premium Group via email at l.elster@premium-group.com.

###

About Liberty Fairs Fashion Group

Liberty Fairs Fashion Group is an international contemporary and lifestyle fashion event with shows in New York City, Las Vegas and Miami. The Group is comprised of Liberty Fairs, (contemporary men's fashion), Capsule (women's contemporary fashion) and Cabana (women's swim & resort fashion). Liberty Fairs is about freedom; it is about space without boundaries. Liberty curates the most forward-thinking brands and brings them together with the industry's top buyers and trendsetters in an inspiring design-driven environment. The blend of commerce and creativity introduces a new era in trade events and delivers the best of what's new across the industry. To learn more please visit www.libertyfairs.com.

About PREMIUM GROUP

The PREMIUM GROUP organizes the international fashion trade shows PREMIUM, SHOW&ORDER, SEEK and BRIGHT, as well as the #FASHIONTECH conference on innovation. With these event platforms the PREMIUM GROUP has positioned itself as the flagship event organizer at the forefront of innovation within the European trade show landscape. With five fashion events in Berlin presenting around 3,000 international collections over an area of 50,000 square meters, the PREMIUM GROUP has transformed Berlin into the no. 1 market place for contemporary fashion and innovation in Europe. The Groups' strengths rely on parameters such as fashion expertise, flexibility, adaptation to changes in the market and its ability to continuously coordinate supply and demand with the aim of creating relevant formats for the market. In October 2017 Premium Group was acquired by Clarion Events. To learn more please visit www.premium-group.com.