

PRESS RELEASE

26 SEPTEMBER 2016



10-12
FEBRUARY

PREMIUM
ORDER MUNICH

ZENITH
GELÄNDE

**NEW
LOCATION**

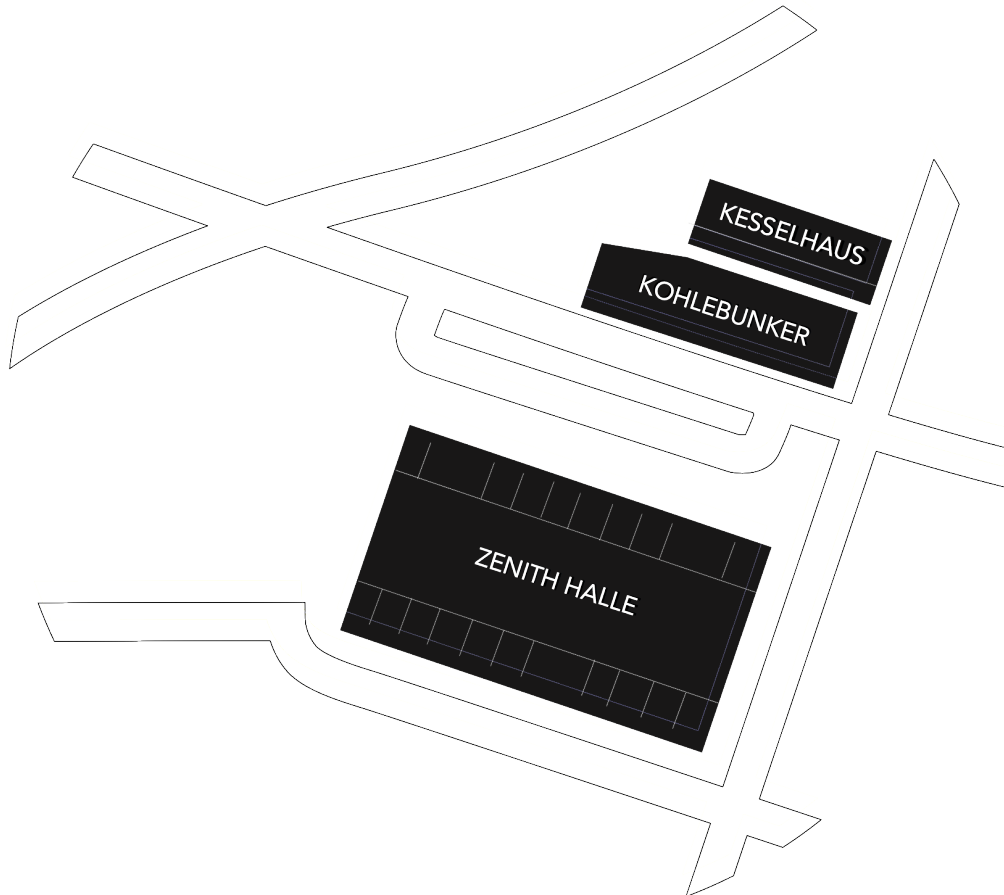
PREMIUM ORDER MUNICH – MOVING BACK TO THE ZENITH GELÄNDE

For the upcoming Fall/Winter 2017/18 season onwards, PREMIUM ORDER MUNICH, Germany's strongest sales platform for fashion, footwear and accessories, which will take place from 10-12 February 2017, is moving back to its Zenith premises.

The Zenith Gelände (Zenith Area), a former industrial site that includes some listed buildings, has been expanded to include a new, extravagantly designed hall – the Kohlebunker. This enables PREMIUM ORDER MUNICH to reactivate the Zenith Gelände – which was utilised between January 2006 and January 2013 by PREMIUM for the Munich-based event; and to take advantage of the newly expanded space that now spreads out over 10,000 m² to present the 800 or so PREMIUM collections.

“With the redesign of the Kohlebunker alongside the Kesselhaus, the Zenith Gelände now offer us the opportunity to tap into an ideal exhibition location situated in a unique architectural space, a space that provided an impressive location for MUNICH FABRIC START 2016, as both exhibitors and visitors agreed. Along with the adjacent Zenith Hall, these three halls offer Premium Order Munich a complex, dynamic space that contrasts industrial charm with the very latest contemporary architecture, producing the perfect spatial context for an exclusive order event.”

Sebastian Klinder, Managing Director of MUNICH FABRIC START



By returning to the Zenith Gelände, PREMIUM ORDER MUNICH is endowing the PREMIUM concepts with a sense of familiar drama; the depiction of the international fashion scene through emotionalised brand presentation set against an industrial backdrop, teamed with pared-back interior design, clear hall layouts (thanks to grouping brands by theme or style) and optimised guidance through the halls.

"We are delighted to be moving back to the Zenith Gelände after five successful events at the MOC and are looking forward to harnessing its extraordinary atmosphere to present the brands and collections. Service and service provision are our top priorities and represent the most important USPs at all PREMIUM events. At the Zenith Gelände, in collaboration with Munich Fabric Start, we ensure optimised logistical standards and an atmosphere that is conducive to work – exactly as our clients have come to expect from us."

Anita Tillmann, Managing Partner of the PREMIUM Group



The new duration of the event, from Friday to Sunday, is due to scheduling within the international Fall/Winter 2017/18 trade show calendar.

PREMIUM ORDER MUNICH's sphere of influence extends beyond the borders of Germany and it is the strongest sales platform for the German, Austrian and Swiss markets. Fashion expertise, a high level of quality, a focus on generating revenue and a comprehensive service offering guarantee optimal conditions for successful ordering.

SAVE THE DATE

PREMIUM

INTERNATIONAL FASHION TRADE SHOW

17 – 19 JANUARY 2017
STATION-BERLIN
LUCKENWALDER STRASSE 4-6 | 10963 BERLIN

[MORE INFO](#)

PREMIUM

ORDER MUNICH

10 – 12 FEBRUARY 2017
ZENITH GELÄNDE
LILIENTHALALLEE 29 | 80939 MÜNCHEN

[MORE INFO](#)



JANUARY 2017
KÜHLHAUS BERLIN
LUCKENWALDER STRASSE 3 | 10963 BERLIN

[MORE INFO](#)

SEEK

CONTEMPORARY FASHION TRADE SHOW

17 – 19 JANUARY 2017
ARENA BERLIN
EICHENSTRASSE 4 | 12435 BERLIN

[MORE INFO](#)

BRIGHT

17 – 19 JANUARY 2017
ARENA BERLIN
AM FLUTGRABEN | 12435 BERLIN

[MORE INFO](#)

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