



HIGHLIGHTS JULY 2019

Thanks to the special department store concept, SHOW&ORDER X PREMIUM is different to other trade shows. Buyers gain inspiration and stories not only from the family atmosphere, but also from the spacious Experience Floor. In addition, the Beauty Lounge will be there again: the place to go to enjoy a quick freshen-up during the hustle and bustle of Fashion Week. It's not just the KÜHLHAUS itself that has lots to offer again in July 2019 – the Outside Area, too, will be equipped for hot summer days with a beach lounge, bar and mouth-watering catering.

ABOUT

Trade show for fashion, lifestyle & experience

Over six partly open, gallery-like floors around 200 fashion brands will be exhibiting alongside beauty products, interior and design pieces, stationery, books, art, music, fragrances and magazines, as well as innovative food concepts, located in various experience spaces on the different floors of the KÜHLHAUS. The building is situated on the STATION-Berlin premises very close by to PREMIUM.

BRANDS

Anne Kurz, Another Brand, Buffalo London, Bronx, Derhy, Cashott, Charlotte Wooning, Cotton Candy, Emu Australia, Freaky Nation, Gang, Gipsy 2.0, Hanky Panky, KMB, Marjana von Berlepsch, Noa Noa, Nümph, Pavement, Pernille Corydon, Raffaello Rossi, Rubicon, Saint Tropez, Sara Lashay, Shoe the bear, Simone Bruns – Cashmere Couture, Steve Madden, Sylvie Eder, Undress, Vegabond, VMP

FACTS

DATE

02 – 04 July 2019

OPENING TIMES

02 & 03 July 2019 10:00-19:00
04 July 2019 10:00-17:00

LOCATION

Kühlhaus
Floors 1-5
Luckenwalder Strasse 3
10963 Berlin

HALLS / AREAS

Exhibition space over 5 floors (7,000 m²)

PORTFOLIO

200 brands

SEGMENTS

Menswear, Womenswear, Sportswear, Denim, Footwear, Accessories, Gadgets, Beauty, Fragrances, Candles, Stationery, Homewares

**SCOPE**

60,000 visits per season

SERVICES

PREMIUM GROUP app featuring GPS navigation through all the halls, joint ticketing, free shuttle service, co-working and networking lounges, online City Guide, concierge service

ESTABLISHED

Established in 2011 by Verena Malta

Acquired in October 2016 by the PREMIUM GROUP

ORGANISER

PREMIUM GROUP

PREMIUM Exhibitions GmbH

Luckenwalder Strasse 4-6

10963 Berlin

PRESS CONTACT

Lisa Wilhelm

l.wilhelm@premium-group.com

www.premium-group.com

www.showandorder.de

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