

SUPREME KIDS

Press release

STRONG EXHIBITOR DEMAND CONTINUES FOR SUPREME KIDS MUNICH JULY 2016 EDITION

Munich, May 2016 – Two months to go until the next **Supreme Kids** opens its gates – and the exhibition has been fully booked since April. The **eighth edition** of the leading German kids' fashion trade show will feature the latest trends on **July 15th through 17th** at **MTC World of Fashion, House 1 in Munich**.

By virtue of continuous evolution and improvement, Supreme Kids has secured its position as leading order trade show for Germany and its neighboring countries.

Martina Westermeier, Supreme Kids Project Manager, says: "As organizers we want to give buyers a comprehensive overview of the kids' fashion market. In addition to our valued regular exhibitors, we therefore present a wide range of German and international newcomers and upcoming labels as well as the latest trends."

Among the first-timers at the last Supreme Kids edition in January this year were the labels **George Gina & Lucy Girls, Cos:Bart, Bubbel Kid Berlin, Jooseph's little Monsters, Lief, and others**. The July edition will feature the German trade show premiere of **Danish brand Molo**. Other Supreme Kids debuts and returning acts will include: Beebielove, Little Miss Juliett, Pien et nau - Barcelona, Hyros, Redskins, Parajumpers, Lemmi, Losan, Derhy Kids, Noeser, and Scotch & Soda.

Furthermore, the organizer welcomes regular exhibitors like Absorba, American Outfitters, Allude, Al Raiders on the Storm, BMS, Blue Rebel, Babyface, Blue Effect, Bobóli, Bellybutton, Camp David, Colorado Denim, Chicco, Chipie, Celavie, Creamie, Digit Denim, Döll, Elli Wunderstücke, Eisend Girls, Farbgewitter, Frugi, Finkid, Guess, Geox Kids, Gymp, Hust & Claire, Indian Blue Jeans, IO Bio, Isartrachten, Joha, Jott, Jarrett, Kuxo, Le Temps des Cerises, Loud & Proud, Louis & Louisa, Lässig, Levis Kidswear, Love2Wait, Mini Cirkus, Miss Grant, Mayoral, Marc O'Pololo, Nanga, Nickel Sportswear, Ninni Vi, Nyani, Noel, Noppies Mum, Napapijri, Nono, Noa Noa, New Balance Kids, Oilily, Pepe Jeans, Petrol, Playshoes, Püttmann, Replay & Sons, Review, Regina, Reset, Retour Jeans, Robeez, Room Seven, Sanetta fiftyseven, Sanetta Catch a pant, Sarabanda, Sterntaler, Sunuva, T-Love, Twin Set Girl, Tumble 'n Dry, Vingino, Wowzers, XS-Exes and many more.

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Buyers can look forward to an exciting and diverse range of newborn, baby and teen fashion as well as denim and maternity collections as well as shoes and accessories!

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, house 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 organizer 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.

In November 2015 munichfashion.company GmbH expanded its portfolio to include another six consumer trade shows. In addition to their core business B2B, the company now also organizes successfully established B2C trade shows.

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