

SUPREME

BODY&BEACH

press release

HIGH NUMBER OF BOOKINGS REFLECTS KEY POSITION OF SUPREME BODY&BEACH MUNICH ORDER SHOW – SUMMER EDITION FULLY SOLD OUT

Munich, May 2016 – On June 24th through 26th, the 8th edition of Supreme Body&Beach will welcome exhibitors and industry visitors at the **MTC World of Fashion, House 1 in Munich**. On 5,000 square meters of floor space, Germany's leading lingerie and beachwear trade show presents over 450 collections – and is already booked solid eight weeks before the gates open. The successful order platform boasts consistently high numbers of visitors from the German-speaking markets as well as Northern Italy. Key characteristics of the show are its diverse mix of collections by German and international labels, industry talks, a relaxed work atmosphere, and the consistently high level of service.

Supreme Body&Beach project manager Bernadette Schreimel says: “While we are yet again pushing the limits of our floor capacity, we believe in quality over quantity. What counts in the end is that we show great German and international collections. The market has seen a strong consolidation over the past few years. With our portfolio of exhibitors we offer retailers a complete overview of the most relevant collections and the newcomers to watch out for.”

Next to the known Exhibitors such as Calvin Klein, Skinny, Mey Maryan Beachwear, Seafolly, HANRO and many more, Labels like OKUN Beachwear from Great Britain, LuliFama from the Netherlands (Designer of the year at the last Mode City) and Aznar Innova (Nightwear, Beachwear) from Spain will present their collection at the Supreme Body&Beach for the first time.

Sexy, stylish, and with striking prints: Israeli beach fashion manufacturer GOTTEX celebrates its 60th anniversary with a stunning new collection to be presented on the Supreme Body&Beach catwalk during the popular After Work Party. On July 25th, 2016 at 6 pm munichfashion.company GmbH invites visitors and exhibitors to join us for a relaxed evening at the restaurant on MTC's second floor. The night will kick off with the GOTTEX fashion show and a cocktail bar awaits our guests with a selection of delicious drinks and food.

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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 organizes 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 organizers 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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