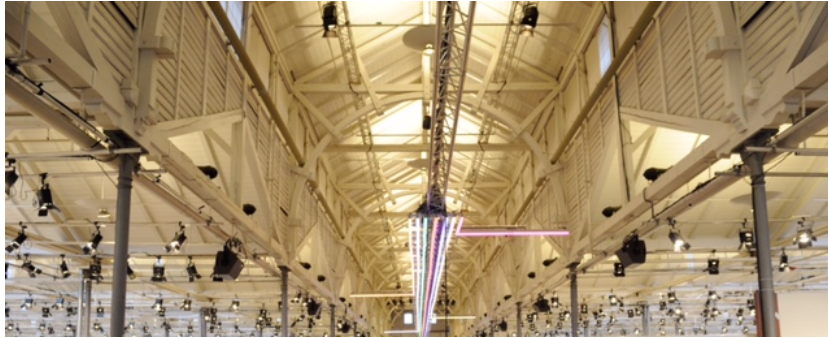


REVOLVER CPH BUILDS VILLAGE IN THE MEATPACKING DISTRICT



Copenhagen-based fashion trade show, Revolver Cph is thrilled to announce, that from next season all quality brands and activities will be gathered in one venue, the authentic and vibrant area of the Meatpacking District in the centre of the city. Thereby Copenhagen and Revolver Cph meet a long-time wish from the buyers.

Following a successful first edition show last January in the Meatpacking District - both in terms of the number of quality visitors, an increase in the amount of orders and the average order value, press reviews etc., Revolver follows up on the success by reinforcing the shows presence in this venue.

"We have to face the fact that time is today the most valuable resource. For this reason we need to be even more precise both in terms of content and constellation. Thereby we make it as easy and less time-consuming for the buyers to navigate and do their business " says, Founder & Creative Director of Revolver, Christian Maibom and continues:

"We are super proud to present, what we see as the perfect solution to this challenge; "Revolver Village" in the original surroundings of the Meatpacking District - located only 100 meters from the Copenhagen Central Station. By staying true to our core values and vision and through carefully curated content and relevant initiatives, we strengthen our order platform, provide optimal work conditions for brands and buyers as well as inspire the audience by offering an authentic "Copenhagen- experience".

The Meatpacking District reflects - perhaps more than any other location, the spirit of the Copenhagen and by that also the Scandinavian fashion and lifestyle. For this reason the area makes the perfect settings for what will make "Revolver Village" an inevitable destination on the fashion map, Christian Maibom says.

The iconic building "Øksnehallen" will be the landmark of "Revolver Village", which in all consists of 4 exhibition spaces. All gathered within walking distance and with a maximum of 50 meters.

In addition to the tradeshow, Revolver Village furthermore offers a long row of new initiatives such as "Revolver Showrooms", which consists of separate top-modern showrooms, fully equipped with designer furniture, AV, AC, catering service and separate reception. This way all the brands, distributors and agents, whom - in order to show during Copenhagen Fashion Week, normally rent hotel rooms or private spaces in the city, now have the chance to become part of a strong community.

"As a result, all our exhibitors benefit from the fact that the buyers now only have to visit one trade show in one location in the very centre of the city, in order to place their orders, find inspiration, and enjoy the city of Copenhagen during Fashion Week", says Christian Maibom and ends: "Less time on transport and much more time for business"

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