

## SHOW & ORDER TO OPEN FASHION WEEK ON JANUARY 17, 2012

### International Brands Confirmed

Berlin, November 2011

The new international fashion trade event SHOW & ORDER will open its doors on Tuesday, 17 January 2012 at 1:00 p.m. The early date sets this trade fair apart from other events at the Berlin Fashion Week, offering visitors and exhibitors an ideal time window in which no conflicting events take place.

Through Friday, 20 January 2012, exclusive designers (Missoni, Thes & Thes, MW by Matthew Williamson, Paul & Joe Sister, Almala, Lever Couture, etc.) will present their top-flight collections in the women's wear, men's wear, accessories, shoes and lifestyle segments at the SHOW & ORDER fair venue: a former power station in Köpenicker Strasse, Berlin.

The historic industrial building, located between the boroughs of Mitte and Kreuzberg, provides a state-of-the-art exhibition space for the labels. The organizers of SHOW & ORDER thus respond to the growing demand for an exclusive, tasteful location with a highly focused working atmosphere.

*"SHOW & ORDER presents an exquisite portfolio of brands with nationally and internationally successful collections to complement the Berlin Fashion Week. We are fresh, fine and new, and are able to respond personally and individually to exhibitors' and visitors' needs. We focus on an attractive brand presentation in a beautiful, concentrated atmosphere,"* said Verena Malta, Project Manager of SHOW & ORDER.

Top-class brands have already confirmed their participation in SHOW & ORDER. Many of them will be making their Berlin debut. Exquisite, select companies (Cappellini, NVSCO, Bagutta, Milano Cashmere, Lana D'Oro Cashmere, Seductive, Onorati, Not Shy, Schiya, Arma) will present their collections at Berlin's new, exclusive fashion trade event. Together with trendy international labels like Tibi, Delan, Antik Batik, Pink Memories, Baik, Eyedoll L.A., Bon Heur and Holy Ghost, they create the greatest possible concentration of internationally successful designers.

Specials for Winter 2012/2013 include collections by a number of high-end labels including Manzoni 24, Larens Zürich, Thes & Thes, Delan, Violanti Stone, Bun, and Fur Extrem. They are joined by a variety of international luxury casual collections appearing for the first time in Berlin, as SHOW & ORDER provides the first suitable showcase for them in the city.

*"Trade fair premieres with a clear thematic orientation, a concentrated selection of exhibitors, and sensitivity to the needs of the market maximize the satisfaction of exhibitors and visitors alike. That's always been my experience in years past, and that's exactly what we want to realize with SHOW & ORDER,"* said Verena Malta.

The presence of top-flight collections at SHOW & ORDER will attract visitors who have known the German capital, but never visited its Fashion Week. The new trade fair, which is limited to a maximum of 120 collections, is tailored to exhibitors' demands for an exclusive event. Visitors will also be offered VIP services, including shuttles, hotel arrangements and specialized assistance in planning their visit to Berlin.

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