

SUPREME

WOMEN&MEN

Press Release

TO FEEL SIGNIFICANT EUPHORIA AT SUPREME WOMEN&MEN DUSSELDORF

Dusseldorf, January 2015. Already noticeably at Pitti Uomo in Florence and contrary to the trend, a very good mood prevailed among buyers who visited the **tenth Supreme Women&Men Dusseldorf from 31.01 to 03.02.2015.**

Despite – or perhaps because of – the special positioning of the order fair with a variety of fashionable innovations and trends of individual brands, to be discovered by the trade, the event defies the difficulties that the major operators are currently suspended.

Noticeable was the high attendance of international visitors and the strong frequency on the floors. The buyers came several times and used up to three orders days to individually set their range for the upcoming season from the brand portfolio of the Supreme Women&Men Dusseldorf.

Thorsten Baumann, Global Head of Sales Adenauer & Co.: *"The entire top customers from Germany and Austria visited the Supreme Women&Men Dusseldorf at the B1 location. The complete elite were there."*

Monica Stahr, Stahr fashion agency, which was presenting several brands: *"It was the best order fair for us. We found very important and valuable new customers at this event and are very happy about it."*

Katharina Hovman: *"The mix of the collections of the Supreme Women&Men Dusseldorf has been highly valued by the visitors and by us. We noticed that customers are not only ordering but also looking for something new at the show in Dusseldorf. We have been able to write many new customers."*

Steffen Landen, Landen & Landen agency: *"We were welcoming numerous customers at our booth. Among others, all the houses of The KaDeWe Group - KaDeWe, Alsterhaus and Oberpollinger were here."*

The finesse of the offer of Supreme Women&Men Dusseldorf is what retailers actually need: new collections, complemented by the wide range of accessories and shoes, special details that what defines a modern product range of retail. The harmonious staging of the collections and brands was highly rated.

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THE SUPREME GROUP
MUNICHFASHION.COMPANY GMBH
BENNIGSEN-PLATZ 1
40474 DÜSSELDORF
GERMANY

PRESS:
FRIEDERIKE HEGEMANN
T +49 (0)211 98 92 70 12
FH@MUNICHFASHIONCOMPANY.DE
WWW.MUNICHFASHIONCOMPANY.DE

HEAD OFFICE:
MUNICHFASHION.COMPANY GMBH
BRETONISCHER RING 18
85630 GRASBRUNN
GERMANY

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"Our exhibitors have gone with a realistic assessment into the season. The current discussions about export markets and currency fluctuations do only partially affect the business of our exhibitor. With the niche of new and trendy collections that we serve, we actively support the retail." said **Aline Schade , Sales Director Supreme Women&Men.** **Rose Latini, International Sales** adds: „The euphoria which we have experienced at Pitti Uomo in Florence continued in Düsseldorf. "

Maserati, partner of The Supreme Group drove visitors stress-free in all weather conditions from appointment to appointment.

The upcoming Supreme Women&Men Dusseldorf will take place from **25th to 28th July 2015.**

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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 organises eleven trade fairs offering international brands and agencies in Düsseldorf at the B1 and in Munich at the MTC world of fashion, Haus 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 organiser 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.

Maserati & The Supreme Group

Italian luxury automobile manufacturer Maserati and The Supreme Group by munichfashion.company renew their breathtaking style partnership for the entire fashion year 2015. Declaring their shared “passion for fashion,” the two companies build on the highly successful cooperation since July 2013 to strengthen their partnership. Both companies are recognized for their unswerving passion to create excellence in their segments.

Maserati is a steady partner of the Supreme Group and supports Supreme Women&Men at the locations Düsseldorf and Munich with its exclusive shuttle service.

For over 100 years Maserati has been a leading representative of timeless Italian automotive culture. Maserati Ghibli and Quattroporte, the car manufacturer's latest models, incorporate finest Italian design, superior performance, and signature style combined with essential technological innovations.

contact

Friederike Hegemann
Head of PR and Marketing
T + 49 (0) 211 98 92 70 12
fh@munichfashioncompany.de