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PANORAMA BERLIN! More than just a trade fair **FASHION // FESTIVAL // COMMUNITY // POX**

For the people who run Panorama Berlin, organizing the kick-off event for a successful new season is a big responsibility and takes a lot of motivation. “We see ourselves as drivers of innovation and as a window onto new trends,” says Jörg Wichmann, the CEO of Panorama Berlin. “Using a solutions-oriented approach, we focus on exciting topics. Our goal is to be more forward-thinking and to set new impulses.” That’s why Wichmann and his team convened as a think tank and profoundly examined the trade show business, the retail market and consumers, analyzing the fundamental changes in these areas. “Traditional trade show concepts are losing their appeal,” says Jörg Wichmann. “We’re dealing with an audience that needs trade shows but doesn’t love them anymore. The future brings challenges which will clearly change the industry; this is why we need new approaches and new concepts.”

The result: a completely revised concept for **Panorama Berlin**, which will take place from **January 15-17, 2019** under the motto “**Panorama Expedition**” in an Arctic inspired setting.

The shift will be apparent in all 7 halls that are being re-conceptualized. The aim is to present relevant brands and straightforward messages. With clearer brand presentations, trend capsules and limited editions that can only be found in Berlin, fashion will be showcased in an exciting lifestyle context. Brands will be re-arranged. There will be a platform for brands that are focused on building an identity, so they get more visibility.

The change! Panorama Berlin is brand & medium

“A dialogue with the community on a 24/7 basis, 360 days a year”: this sums up Panorama Berlin’s new communications concept and clearly sets it apart from other trade fairs that only offer a market overview twice a year. It means that Panorama Berlin will run its own online magazine covering the full range of products in the fashion and lifestyle worlds. This makes Panorama Berlin a trend hub that features a range of topics – all in addition to its regular trade fair activities. Panorama Berlin will increase its social media presence and send B2B newsletters throughout the year on a variety of topics and present solutions, innovative ideas and exciting content.

Panorama Berlin - based on three strong pillars

Jörg Wichmann: “We are looking at things from the consumer’s point of view and incorporating the new trends into the design. Things have changed from the way they were a few years ago. Today, events and entertainment have a completely different status in the fashion community. Consumers are interested in emotions, in experiences when they go shopping.” Panorama Berlin plans to intensely incorporate this development into its next edition: Entertainment, infotainment and matchmaking/community are the three pillars that form Panorama Berlin’s new core.



The entrance area will undergo a complete transformation. Registration will be part of the event and will no longer take place at the entrance to Messe Süd. It will be moved to the outside area in front of the entrance. When they arrive, visitors will be right in the midst of the action. Brand Activities, Entertainment, Music & Food, the South Entrance becomes the trend-setting window of Panorama Berlin.

In **Hall "one"** established brands with a high degree of popularity and new collection concepts with great growth potential show their fashion highlights.

Hall "two" presents menswear trends from formal to minimalist.

In **Hall "three"** the womenswear ranges from daywear to athleisure and glamour. The exhibitors in **Hall "four"** offer looks for individualists, ranging from outerwear to sports. In **Hall "seven"**, cooperation partner XOOM, with its successful concept for sustainable fashion, presents a relevant portfolio of green fashion brands.

A hall dedicated to **infotainment** and offering opportunities to turn **POS into a POX** is **Hall "five", "Retail Solutions"**. Digital solutions, which are precisely tailored to the industry, are presented here. In addition to Berlin tech startups, this area features retail design agencies and companies that provide culinary concepts, which are easy for fashion retailers to integrate. "With exciting exhibitors, speaker highlights and first-rate events, the hall addresses digitization, trends and content marketing," says Jörg Wichmann. "This area offers easy-to-implement solutions which can be used to modernize and digitize fashion retail stores."

Street / Sport / Active

Fast – Loud – Bold, Hall "six" focuses on showcases and happenings, food and sports, art and music, activity and incentives. In short: on **entertainment**. We really drive home the festival theme. The retailer has more 'aha' moments and is filled with ideas to implement in his own business with customers. For brands that stage their customers' lifestyles at the fair, it's crucial for them to make sure that their image matches that of their customers.

"Here's the action and this is the stage for brands and entertainment that target the street, sports and active audiences. All implemented authentically and highly emotionally", promises Jörg Wichmann.

Stay Tuned!