



PRESS UP-DATE

Spring/Summer 2019 from July 3 – 5 2018

NEW AREAS! NEW CONCEPTS! NEW BRANDS!

With many innovations, Panorama Berlin is raising the bar for the upcoming Spring/Summer 2019 season. A faster overview, more information, more inspiration: all with a clear focus on the industry's needs.

Curated selection

SELECT

You don't need to spend a long time searching for the hottest new additions: At Panorama Berlin Spring/Summer 2019, you'll find a compact overview right at the entrance. With a clear focus on product or collection highlights, the 160-square-meter area offers space for about 20 uniformly designed, pre-built stands, where newcomer brands and specialists can present themselves – impressively and easily.

Must-haves

TREND GUIDE

For the Spring/Summer 2019 season, Panorama Berlin will publish its very first Trend Guide. It will cover all the important themes and trends for the upcoming season. Whether it's the latest women's wear trends, the most important menswear trends, shoes or accessories, the Panorama Trend Guide will create a direct link to brands and collections presented at Panorama Berlin.

In a handy design and with extra pages for notes, the Panorama Trend Guide is the buyer's tool for the new season. Industry visitors will receive a complimentary copy of the Trend Guide at the entrance to Panorama Berlin.

Expanded women's wear area

BELLE

As the title "Belle" suggests, the new women's wear area in Hall 5 is all about the fair sex. Belle celebrates all aspects of the modern woman. Contemporary women's wear and selected plus-size labels are featured in an exciting mix with shoes, accessories and selected lifestyle products – beauty on over 3,000 square meters.

New hall

RETAIL SOLUTIONS

What drives the industry and what's important in the future?

With the new RETAIL SOLUTIONS area in Hall 6, Panorama Berlin is launching its first platform for retail solution providers. Here, various digital solution providers are presented alongside retail design professionals and culinary concepts that fashion retailers can easily

integrate into their stores. A business club as well as smaller workshop and presentation areas round off the concept, inviting retailers and brands to find individual solutions for their business.

New segment

NOVA COURT – Hall 8

The successful NOVA concept gets a sporty offshoot. NOVA COURT stands for a contemporary understanding of fashion – one that is highly successful globally and focuses on interpretations of classic sportswear for a broader fashion and lifestyle context. Active and athleisure wear brands meet beach & swimwear, sneakers, yoga, a feel-good vibe, and urban Zen. In addition, active areas with pronounced visual concepts round off the visitor experience.

Lifestyle

HOT SHIT

Cool grills for BBQ lovers, hot bikes, the latest headphones or fine stationery, selected teas and fragrances: little things that will make everyone smile. Following on the heels of concept stores, fancy lifestyle products are now the norm in retail stores. In different lifestyle areas in the various halls, Panorama Berlin presents a large selection of non-textiles that are easy to integrate into a fashion retail context: cool patches, funny gadgets, and fun stylish gift ideas.

New brands

FOR THE FIRST TIME

Brands: Jane Lushka, Freds Bruder, Passigatti, NA-KD, Naf Naf, Jacqueline de Yong, Matinique, Zeze, Jessica Graaf, Lufian, Dr. Denim, Reell, Tigha, Ragwear, Saucony, Paez, Flip Flop and many more.

New location

SELVEDGE RUN

For the spring / summer 2019 season, the Selvedge Run moves into a new location on the grounds of Messe Berlin: the Palais am Funkturm. The new location, which is also located on the City West exhibition center, offers more space, an attractive exterior and improved logistics through its own entrance area. Selvedge Run stands for a unique exhibitor mix of young innovators and strong-minded pioneers in the fields of denim and heritage, men's clothing, accessories and shoes. Since the founding of the "Trade Show for Quality Garments and Crafted Goods" in 2015, high-quality materials, sophisticated workmanship and timeless value have come to the fore. Longevity instead of "fast fashion" is the most important principle in product selection. Due to the authentic stories of the exhibitors behind the products as well as the special flair of the fair, the Selvedge Run has become an international industry meeting place and an important information platform for market tendencies and trends and has become an integral part of the Berlin trade fair landscape.

Panorama Berlin Facts

c/o Messe Berlin

South Entrance

Jafféstrasse

3. – 5. July 2018

Opening Hours: 9 am – 6 pm

11 halls = 45.000 m²

Hall 1: GRACE contemporary women's wear, newcomer, shoes, accessories, lifestyle

Hall 2: GENTS men's wear from casual to formal

Hall 3: STYLE HUB Trendfashion, young women's wear

Hall 4: MODERNISTS modern casualwear- and outerwear-collections for men & women

Hall 5: BELLE sophisticated women's wear, +size fashion, shoes & accessories

Hall 6: RETAIL SOLUTIONS focus on retail service providers

Hall 8: NOVA COURT athleisure und sports-wear inspired fashion for men & women

Hall 9: NOVA denim & directional contemporary brands for men & women

Halls 7 B&C: XOOM sustainable fashion

Hall 7A: LECTURES lectures

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