

PREMIUM

14 – 16 JANUARY 2020 STATION-BERLIN

Press Release

STRONG BRANDS, RELEVANT CONTENT, NEW ARTWORK: PREMIUM REPOSITIONS BOTH ITS BRAND AND TRADESHOW

Berlin, 18 November 2019 – PREMIUM is Europe’s largest fashion trade show for womenswear and menswear – elegant, rich in contrasts and impressive. Global players present alongside newcomers from all segments. This is where long-term partnerships are nurtured and new trends are set in motion.

Anita Tillmann, Jörg Arntz and the team of almost 50 optimise their events season after season on the basis of extensive market research and conversations with business partners. The same applies to January 2020.

PREMIUM’s design and concept are getting a makeover for the start of the season. A new CI and impactful ‘ICON’ campaign have been developed together with Hamburg-based creative agency Karl Anders. The backdrop to this is the transformation of the market, to which the trade show organisers are reacting with new concepts, strong brand portfolios and relevant content for brands and buyers. Profitable and with a strong network that has taken root over many years, PREMIUM is the leading trade show in Europe for reliability, stability and innovation.

PREMIUM

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CHANGE AS THE NEW CONSTANT

“Our business is undergoing radical change with unprecedented speed. Driven by digitalisation, trends are evolving in an unpredictable way,” says Managing Partner Anita Tillmann.

“End consumers are better informed than ever thanks to diverse social media; social currency is becoming increasingly important; brand loyalty is based on new parameters and is not predictable. This creates uncertainty more than anything – but as a businesswoman I can also see unprecedented opportunities. Today, we curate potential and contacts above all. More than ever, it’s not just the collections that are in the spotlight, but also the exchange of experience and information. We offer the platforms and networking.”



FOCUS TOPIC:

RESPONSIBLE FUTURE

Its many years of experience and uniquely strong network make PREMIUM the no.1 platform for the season's industry topics, and make it a stage for the sector's key players and experts. Following the successful think tanks in July, Anita Tillmann and her team are therefore continuing to develop the content formats in the sales space. Through its live panel discussions, interviews and talks PREMIUM offers its visitors the opportunity to grow their knowledge, take inspiration and make new business contacts. The aim is to build a strong community that is up to dealing with the challenges of our times, and that can collectively shape a successful future.

Under the umbrella topic of 'Responsible Future' masterminds such as

Martin Hoteier (Armedangeis), Jordan Nodarse (Boyish Jeans), Javier Goyeneche (Ecoalf) and others will present brand talks on 14 January, while on Wednesday several think tanks with topical expertise supplied by 4-5 participants per think tank will take place in a dedicated area in Hall 3. Buyers from KaDeWe, Voo Store and Highsnobiety have already confirmed they will be taking part in the discussions, as have brands such as Gant, Hunter and M5.

“However much our sector goes digital, however, there will never be a substitute for face-to-face interaction,” Tillmann adds. “As the leading trade show organiser in Europe we are constantly using this development to inform the strategic direction and evolution of our SEEK, PREMIUM and FASHIONTECH Berlin platforms. What are the new trends out there? Which new brands are on the scene? How does Gen Z behave? What are your existing customers doing? What does the future of the fashion industry look like? Who are the players? We have a wealth of trends and answers to the issues relevant to business.”

ICON WITHOUT A CROWN

The logo design fits with PREMIUM’s evolution and is purist, modern and strong. The campaign motifs thematise ‘icons’ in the form of busts, which also contribute significantly to the trade show’s visual design concept. Icons are set up and act as interactive social media spots. The Hamburg-based agency Karl Anders is responsible for the entire design and campaign development. This is the first time the trade show has worked with Karl Anders and the collaboration has been a success.

“The maximum game with the contrasts has generated a very unique look for PREMIUM’s new brand identity,” says Claudia Fischer Appelt, founder & Creative Director at Karl Anders. “From the logo to the campaign, you can find this experimental mix of classical beauty and contemporary, radical turning points everywhere. The icon itself is a lifelong attraction and exhibit, stays relevant through various epochs, and is constantly being reinterpreted. The PREMIUM brand is thus igniting a whole new power and autonomy.”

BRANDLIST

10DAYS / 360CASHMERE / AIGNER / AMERICAN VINTAGE / ARKK
COPENHAGEN / ARMEDANGELS / BALDESSARINI / BETTER RICH /
BOGNER / BOMBOOGIE / BOYISH / BUFFALO LONDON / CANADIAN
CLASSICS / CECILIE COPENHAGEN / CINQUE / COLMAR
ORIGINALS / COLORS OF CALIFORNIA / COSTER COPENHAGEN /
DANTE6 / DIGEL / DRYKORN / ECOALF / ESSENTIEL ANTWERP /
FABIENNE CHAPOT / FLORIS VAN BOMMEL / FREEBIRD / GANT /
HANNES ROETHER / HERRLICHER / HERZENSANGELEGENHEIT /
HOX / HUNTER / IHEART / INUIKII / IPHORIA / JOOP! / KARL
LAGERFELD / KENNEL&SCHMENGER / SCHUHMANUFAKTUR /
KIEFERMANN / LIU JO / LOTTUSSE / LOVE MOSCHINO / LUISA
CERANO / MAERZ MUENCHEN / MAJESTIC FILATURES / MBYM /
MINIMUM / MMX / MOS MOSH / MSCH COPENHAGEN / NORTH
SAILS / OFFICINE CREATIVE / OLYMP SIGNATURE / PENNYBLACK /
PEUTEREY / PYRENEX / ROECKL / ROY ROBSON / SCOTCH&SODA
FOOTWEAR / SECOND FEMALE / STEVE MADDEN / STRELLSON /
SUN68 / UGG / VAGABOND / VAN LAACK / VELVET BY
GRAHAM&SPENCER / WOMSH / **AND MANY MORE**

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