

P R E M I U M
G R O U P

UPDATE!
**PREMIUM GROUP REVEALS DETAILS OF THE NEW
EVENT COSMOS IN BERLIN**

Berlin, March 14, 2022. For the summer events at the Messe Berlin the Premium Group is relying on a completely new mix of fashion, business, content and entertainment.

The State of Style & Culture

New times need new concepts! The Premium Group is expanding its portfolio in the summer to include the consumer festival THE GROUND in addition to the existing PREMIUM and SEEK trade fairs and is presenting numerous innovations for the long-awaited reunion of the industry in Berlin.

The new location Messe Berlin will become the Premium Group cosmos, a holistic inspirational hub for all relevant topics related to fashion, trends, retail, lifestyle, marketing, digitization, sustainability, metaverse and more.

In July, brands and partners can also present themselves to end consumers for the first time as part of the new event THE GROUND, 'Direct to Consumer'. Consumers get access to THE GROUND, while trade visitors are invited to view the full range and be inspired throughout the site.

PREMIUM: new division into three with new segments

In order to be able to show all relevant segments of advanced contemporary fashion even better and more holistically, the PREMIUM portfolio will be divided into three new areas from the summer. With the segmentation into **High, Icon & Volume**, large, commercially successful brands as well as more focused designer brands, newcomers and smaller innovators will now find their place. Here the PREMIUM fashion team advises all partners in detail in order to guarantee ideal positioning and the possibility of storytelling.

SEEK: Premiere of the SEEK Conscious Club

Sustainability has been part of the culture of the SEEK brand since it was founded 12 years ago. This is where people who share a common vision have always come together, this is where the community meets.

With the new SEEK Conscious Club, in addition to the SEEK area with well-known and new SEEKERS, a dedicated area for sustainable brands is being created. SEEK offers them the stage and space to grow and the attention to optimally spread brand values. The international SEEK community is represented by niche brands as well as commercially successful players.

And the established TRADE UNION for brands with a particularly sharp sales strategy will once again have an exclusive area in the new location.

THE GROUND: Festival for Style & Culture

With the new Direct to Consumer Festival THE GROUND, the Premium Group is now also inviting Gen-Z, Gen-Y and Culture Pioneers once a year. Music acts, panels and live talks with well-known speakers and influencers, creative workshops, sports and wellbeing sessions are intended to inspire, enrich, enlighten and inspire exchange: entertainment, edutainment and experiences.

THE GROUND turns live streams into live encounters, consumers into co-creators and classic retailers into strategic marketing and event partners. Here, through emotional experiences and unique showcases, brands can be experienced and interested customers become loyal brand fans. Topics relevant to society and generations, such as fashion, sports, beauty & well-being, metaverse & gaming, will be featured in the area as well as in talks and master classes as part of the FASHIONTECH content format.

Premium Group Kosmos: more holistic learnings, more inspiration, more future

"In order to remain sustainable, we want and need to merge B2B and D2C and create a place - a marketplace for ideas and products - where brands, retailers and consumers come together and learn from each other. For the first time, we are offering holistic reach, synergy and network effects," explains Jörg Arntz, Managing Director Premium Group.

"B2B and D2C will take place in parallel on one site, although of course there will still be an area for professionals only, i.e. exclusively for the industry. The D2C area is accessible to both end consumers and trade visitors. In addition to our trade fairs, we create new content from which our visitors and exhibitors benefit."

During the event, which will take place from Thursday to Saturday for the first time, it will be about exchange, trends, inspiration and emotion, new brands, the further development of well-known players, creative collection presentations and of course what the fashion world and its protagonists * inside: joy and passion. In order for this to work and for the long-term existence of the new event concept in Berlin to be guaranteed, everyone involved is asked, challenged and responsible. For a better future of the entire industry!

Selected brand highlights:

American Vintage // Aigner // At.p.Co // Ben Sherman // Blue de Geñes // Buffalo // Camper // C.O.F. Studio // Copenhagen Studios // Coster Copenhagen // Crep Protect // Denham // Dstressed // Drykorn // Ecoalf 1.0 // Edwin // Ellesse // Fabienne Chapot // Fleurs de Bagne // Floris Van Bommel // Gant // Happy Socks // Helene Galwas // Herrlicher // Hiltl // Horizn Studios // Ilse Jacobsen // Izipizi Paris // Kangaroos // Kennel & Schmenger Schuhmanufaktur // Keen // K-Swiss // Lee // Merz b. Schwanen // Moss Copenhagen // Nautica // Novesta // Nudie Jeans // O My Bag // Pantofola D'Oro 1886 // People of Shibuya // Palladium // Pendleton Woolen Mills // Puma // Property Of // Reyn Spooner // Sandqvist // Saucony // Studio Seidensticker // Stutterheim // Sofie Schnoor // Steve Madden // Thinking Mu // Ucon Acrobatics // Uniform Bridge // Veja // Womsh // Wool & Co // Wrangler// Yaya // Zespá // and many more

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