

Press release

## **Supreme Body&Beach: *FRIDAYS* *FOR... BODY&BEACH FIRST***

For the first time this season, the order show Supreme Body&Beach will start on a Friday, February 21<sup>st</sup> 2020 marks the kickoff of the order season for the bodywear industry. The event's organizers have developed new floor space on the second level of event venue MTC, World of Fashion, to accommodate the increase in domestic and international exhibitors who show more than 450 collections of the autumn and winter season 2020.

With a new peal in international participants, Germany's largest order platform at the successful Munich location asserts its position as the segment's leading European trade event.

Presenting all relevant brands and manufacturers in the lingerie, beachwear and homewear segments at one key event, *Supreme Body&Beach* offers buyers and exhibitors a perfect order environment and an international networking platform.

Determined to strengthen and evolve this position, the team at *The Supreme Group* continues to improve their offering with new initiatives. This season's highlights include the new fashion shows featuring *Madison Models Munich* as well as expert presentations by the leading European segment trade consultants at *Bodywear Consulting*.

*"Our order platform Supreme Body&Beach has been growing and evolving over the past years and seasons,"* says Aline Müller-Schade, member of The Supreme Group's executive board. *"The increased demand for exhibition space from domestic, European and overseas fashion labels is proof of this. We are excited to receive this kind of positive feedback. It pushes us to continue evolving our trade show in cooperation with all stakeholders in order to create an event that offers outstanding experiences and a great environment for business."*

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# SUPREME

## BODY&BEACH

### **“FRIDAYS FOR ...” – early start proves successful; industry demonstrates eco-consciousness.**

Following the successful example of *The Supreme Group's* other trade events, *Supreme Body&Beach* will also switch to the new schedule, with Friday as the opening day.

*“Around the world, people start 'Fridays for' movements to push their issues. Our decision to kick off the order season on a Friday was driven by the desire to meet the needs of exhibitors and visitors and make our event a bigger success for everyone. Our claim is also an expression of the increased awareness for sustainability issues we are witnessing around us. Our nod to the FFF movement is a commitment to more sustainability, a big topic for our industry, our exhibitors and The Supreme Group. Besides the latest trends, Supreme Body&Beach will introduce #newfabrics and #cleanbeach as new developments,”* Ms. Müller-Schade adds.

### **NEWCOMERS & FIRST-TIMERS – loyal and new exhibitors and an increasingly international profile**

Among the long-standing *Supreme Body&Beach Munich* exhibitors, many of which have been with the event from Day One, are numerous renowned labels, including:

CALIDA (Switzerland), CHANELLE (France), CYELL (Netherlands), ESSENZA (Germany), FÜRSTENBERG (Germany), GUESS (USA), LISANZA (Italy), MEY (Germany), LASCANA (Germany), PAIN DE SUCRE (France), SANETTA (Germany), SIMONE PÉRELE (France), SKINY (Austria), VAN DE VELDE (Belgium).

An order platform dedicated to both established and progressive brand, *Supreme Body&BeachMen* also welcomes a number of first-timers, including: BELMATEX (Hungary), CARRIWELL APS (Denmark), DA VINCI FORUM GMBH (Switzerland), EDITORIALE MODA S.R.L. (Italy), HAPPY SOCKS GERMANY GMBH (Sweden), HUGO BOSS (Germany), LACELIER FRANCE (France), LOUIS & LOUISA (Germany), MS OCÉAN SOFT & YOGA (France), NEW DIPLOMAT TEXTILE GIROUP SRL (Italy), PROMISE, S.A., RINKINI LIMITED (UK), SEHER MENSUCAT TEKS.TIC. (Turkey), SFD FASHION GMBH & CO. KG (Germany), SOLKISSED SWIMWEAR LLC (USA)

*“The loyalty our exhibitors are showing is proof of the continuing importance, both of Munich as fashion hotspot and of our event, which can give aspiring labels a significant boost. Supreme Body&Beach is where experienced, established brands meet the latest new developments from around the world. This mix is a catalyst for the entire industry,”* says Aline Müller-Schade.

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## BODY&BEACH

### **#PREMIERES & NEW EXPERIENCES – fashion shows, talks and get-together**

For the first time this season, *The Supreme Group* will present daily fashion shows in cooperation with the agency *Madison Models Munich* and *Bodywear Consulting*. Curated by *Supreme Body&Beach* exhibitors, the latest trends of the season will come to live at the fashion pavilion on level 2 at MTC.

On Saturday and Sunday, the industry experts at *Bodywear Consulting* will share new insights on consumer behavior and market potentials in the digital age in presentations for visitors and exhibitors.

### **SUPREME BODY&BEACH SCHEDULE – event dates, fashion shows and presentations**

#### **21.-23.02.2020**

Supreme Body&Beach, Friday, February 21<sup>st</sup>, through Sunday, February 23<sup>rd</sup> 2020 at *MTC World of Fashion*, House 1 (levels 1&2), Ingolstädter Strasse/Taunusstrasse 45, 80807 Munich, Germany.

Opening hours:

Friday, February 21<sup>st</sup> and Saturday, February 22<sup>nd</sup>: 9 am through 6 pm

Sunday, February 23<sup>rd</sup>: 9 am through 5 pm

#### **February 21<sup>st</sup> through 23<sup>rd</sup> 2020 – fashion shows**

*Madison Models Munich* presents collection highlights at *Supreme Body&Beach*.

#### **February 22<sup>nd</sup> 2020, 2 pm – presentation Michelle Christ (Bodywear Consulting)**

“Selling in the Age of Consumerism”

Michelle Christ, consultant and sales expert at *Bodywear Consulting*) shares insights on changing consumer behavior and how to increase stationary sales in the digital age.

#### **February 23<sup>rd</sup> 2020, 11 am – presentation Yurdanur Steck (Bodywear Consulting)**

“Where is the lingerie industry headed?”

Yurdanur Steck (bodywear expert and owner of *Bodywear Consulting*)

presents the latest facts and figures regarding the development of the lingerie industry and explains retailers which potentials they need to tap in order to remain competitive.

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Upcoming dates in 2020: Supreme Body&Beach Munich, July 24<sup>th</sup> through 26<sup>th</sup> 2020.

## **THE SUPREME GROUP CONTACT**

**For a complete list of exhibitors and more details on the event, please visit our website at [www.thesupremegroup.de](http://www.thesupremegroup.de)**

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## **THE SUPREME GROUP – the company**

Founded in June 2007 with originally two order shows, the family-run The Supreme Group currently is responsible for eleven trade shows, international brands and agencies. The company's portfolio includes the order platforms Supreme Women&Men in Düsseldorf and Munich as well as Supreme Kids, Supreme Celebration and Supreme Body&Beach, all exclusively in Munich.

The Supreme Group's venues B1 in Düsseldorf and MTC World of Fashion, House 1 in Munich offer spacious, airy platforms as well as top-end premium booth concepts and display options.

Both are also offered for temporary rental, as temporary showrooms for fashion suppliers or for organizers and/or service providers requiring temporary exhibition, congress or event space.

A future-oriented, family-owned business, The Supreme Group has always been committed to protecting the environment and corporate social responsibility. Our initiatives include switching to more energy-efficient LED lighting in both our locations, introducing plastic-free badges, and regularly supporting children's charities.