

press release

## **#Supreme Kids Munich, January 24th through 26th 2020**

### **#FRIDAYS FOR ... #HITS FOR KIDS**

### **#Internationalization trend continues**

### **#Premiere RUN WAY on Saturday**

On **Friday, January 24th 2020**, Supreme Kids Munich will kick off the kidswear order season with about 600 collections for FW 2020/21 on two fully booked levels at Munich's MTC World of Fashion, House 1. Over 150 international exhibitors – including 18 newcomers from across Europe – will be showing the latest trends in kids' fashion, from infants to teens, plus accessories, footwear, maternity fashion and homewear.

The wide range of this edition's #HitsforKids program and **project director Sybille Mutschler's** efficient overview over the fully booked platform make for an ideal order environment. Growing exhibitor and visitor numbers and consistently positive feedback to the last Supreme Kids edition prove the organizer's concept successful.

The increase in international exhibitors and buyers/fashion retailers confirms the event's status as key platform for kids' fashion in the DACH markets (Germany, Austria, Switzerland) and beyond.

Supreme Kids organizer The Supreme Group is determined to strengthen this position with continuing efforts and new initiatives, including the runway #Premiere on the Saturday of the event.

"Our order platform Supreme Kids 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 local, European and international kids' 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."

#### **FRIDAYS FOR ... #HITS FOR KIDS**

Once again this coming season, Supreme Kids will be buzzing with activity from Friday through Sunday. The Friday season kick-off has become a successful transition.

"Around the world, people start 'Fridays for' movements to push their issues. For us, Friday is the day we launch into the new order season – the kick-off day for fashion

DECEMBER 17, 2019

THE SUPREME GROUP  
MUNICHFASHION.COMPANY GMBH  
BRETONISCHER RING 18  
85630 GRASBRUNN  
GERMANY

PRESS:  
VANESSA STADIE  
T +49 (0)89 420 44 79 19  
VS@MUNICHFASHIONCOMPANY.DE  
WWW.MUNICHFASHIONCOMPANY.DE

# SUPREME KIDS

business success. Our nod to the FFF movement is also a commitment to more sustainability, a big topic for our industry, our exhibitors and The Supreme Group. Besides the latest trends, Supreme Kids will introduce #HitsforKids with a view to the future," Ms. **Müller-Schade** adds.

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

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

AGENTUR COMMERCE (Germany), BLUE EFFECT (Germany), BMS SAILING WEAR (Germany), CARS JEANS&CASUALS (Netherlands), EISEND KIDS (Germany), GUESS (USA), EMANUEL MEYDEN (Germany), PEPE JEANS (Spain), SCHINDLBECK (Germany), INTERNATIONALE KINDERMODEN MÜLLER&RIETH (Germany) and NOUKIES/ARCHIMEDÈ (Belgium).

### Newcomers to the Supreme Kids portfolio include:

MATCH PRESENTED BY PRADA (Italy), BUBBLE.KID BERLIN (Germany), BUFI (Italy), MY FIRST CHICCO (Germany), MY MINI CHICCO (Germany), MY CHICCO (Germany), CHICCO SHOES (Germany), CORA HAPPYWEAR (Italy), EVA & NAOMI (Germany), DEELUXE (Austria), AUTOMOBILI LAMBORGHINI (Italy), LEVI'S SHOES FOR KIDS (USA), LOROSO GIRLS COLLECTION (Germany), OCEAN BLUU (UK), HUTTELIHUT (Denmark), PICNIK BARCELONA (Spain), PIMPILOTTA (Germany), SOUZA FOR KIDS (Netherlands), TUSS (Sweden), TUTU - CAPS FOR CHILDREN (Poland).

"Our exhibitors' loyalty speaks for the quality of our trade show, thus attracting established brands and aspiring labels from across Europe and beyond. Supreme Kids is the place where experience meets global innovation. This mix is a catalyst for the entire industry," says **Aline Müller-Schade**.

## **#PREMIERE & EXPERIENCES – Runway and get-together**

On January 25th 2020, The Supreme Group will present a RUNWAY show, a premiere in this season. Supreme Kids exhibitors will showcase their latest collections in a floor presentation in halls 1 through 5 at 11 am and 2 pm. The runway show will allow visitors to experience the most exciting trends 'live'.

Supreme Kids exhibitors can look forward to the traditional get-together at Bachmaier Hofbräu on the night of January 25th – a perfect way to relax, connect and share the experiences of the first two show days.

## **SUPREME KIDS SCHEDULE**

**January 24th through 25th 2020, 9 am through 6 pm**

**January 26th 2020, 9 am through 5 pm**

Supreme Kids, January 24th through 26th 2020 at MTC World of Fashion, House 1, Ingolstädter Strasse/Taunusstrasse 45, 80807 Munich, Germany.

**January 25th 2020, 11 am and 2 pm: Runway show, halls 1-5**

RUNWAY show featuring the latest collections of participating exhibitors.

**January 25th 2020, 6.30 pm**

Traditional exhibitor get-together at Bachmaier Hofbräu, Leopoldstrasse 50, Munich.

# SUPREME

## KIDS

### **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)

#### **VANESSA STADIE**

PR & Marketing

Phone: 49 (0)89 420 44 79 – 19

[vs@thesupremegroup.de](mailto:vs@thesupremegroup.de)

#### **EMRE CEM KILIC**

PR & Marketing

Phone: 49 (0)89 420 44 79 – 25

[eck@thesupremegroup.de](mailto:eck@thesupremegroup.de)

### **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.