

# SUPREME

WOMEN&MEN

press release

## **SUPREME COURT: FINAL FASHION RULING**

**– Munich confirms status as the final authority of the order season  
– Supreme Women&Men rules supreme with 90% exhibitor loyalty,  
a new record of first-time exhibitors and exceptional customer fo-  
cus**

**On Saturday, February 8th through Tuesday, February 11<sup>th</sup> 2020,**

Supreme Women&Men Munich will once again celebrate the close of the fashion order season. International men's and womenswear labels as well as selected accessories and shoe brands will present over 800 top collections on two fully booked levels of the popular venue MTC World of Fashion in Munich.

The largest ready-to-wear fashion tradeshow in Munich, Supreme Women&Men reports a strong increase in new exhibitors as well as a 90 percent loyalty rate for repeat exhibitors.

Following Berlin and Düsseldorf in Germany's fashion event calendar, Munich asserts its position as "final authority" for the market as numerous buyers representing retailers in the German-speaking countries and neighboring regions take this opportunity to finalize their season on four action-packed days. Continuing to draw a premium clientele as well as progressive labels, Supreme Women&Men successfully confirms its status as the key order platform for the premium and luxury segments. With consistently outstanding service quality, flexibility, and an attractive and adaptable venue, the event proves itself as trusted partner for exhibitors and buyers alike.

*"Its position as the closing event of the order season makes Munich the order business' 'last authority',"* **says Aline Müller-Schade, Member of the executive Board.**

*"We will be showing more collections than ever on our fully-booked exhibition floors. What you'll see is the absolute maximum! Many of the manufacturers and agencies we'll be presenting are already reporting a noticeable increase in demand. Their appointment books for the Munich events are starting to fill. For us, The Supreme Group, the needs and requirements of our exhibitors, visitors and buyers are our top priority. That's why we offer so many flexible options, including an extended presence at the venue beyond the four days of the event. We are proud to contribute to the success of our industry and believe that the 'Supreme Court Munich' will be the perfect finale of the order season."*

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### **90% loyalty rate and maximum number of exhibitors**

Numerous renowned labels have been loyal exhibitors at Supreme Women&Men Munich for years, many of them since the very first edition. About 90% of the exhibitors return to the event several times, and Supreme Women&Men is very proud of this high retention rate. Established Supreme Women&Men Munich exhibitors include:

MANIA and BEHR SCHUHVERTRIEBSGESELLSCHAFT GMBH from Austria; ESSENTIEL from Belgium; LARENS ZURICH – PROFASHIONAL PRODUCTS SA from Switzerland; ACO MODEAGENTUR, AGENTUR JAN METZGER, AGENTUR MAUERSBERGER, AGENTUR MAX PAATZSCH, AGENTUR NIKOLIC, AGENTUR TOEPFER, CAGOL FASHION COMPANY GMBH, CHRISTOPH FUNK ZUM STORCHEN GMBH & CO.KG, FASHION PURE FRANK WOLFARTH, HENRY CHRIST, MODEAGENTUR BETTINA WAGNER, MONICA STAHR MODEAGENTUR, NP FASHION DEUTSCHLAND GMBH, PAMELA HENSON, SCHUHMACHER & KUBANEK GMBH, STARPOOL FASHION GMBH, THE AGENCY MIMI PAATZSCH, ULI SCHNEIDER DESIGN GMBH and UNITED FASHION from Germany; as well as CAFENOIR S.P.A. and PESERICO S.P.A from Italy.

Reporting record exhibitor numbers, the latest edition of Supreme Women&Men Munich will also welcome numerous newcomers, including: GERATEX TRADING from Austria; AGENTUR GÖPPERT, BLÜMLEIN & LANG MODE GMBH, EVYINIT, HEUBEL MODEAGENTUR, MINX FASHION GMBH and SUSANNE BOMMER from Germany; SAS LUCY-FRNCH from France; OLEANA AS and UNTOLD STORIES from Norway; and BABYMOH! BY HINTERVELD from South Africa.

*"The loyalty our exhibitors are showing is proof that both Munich as a fashion hotspot and our event continue to grow in importance. Supreme Women&Men Munich continues to attract key industry players and aspiring labels alike. It is where experienced, established brands meet the latest new developments from around the world. This mix is a catalyst for the entire industry and a growth motor for our event, which is beginning to split at the seams, if you'll pardon the pun,"* **says Aline Müller-Schade.**

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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## **SUPREME WOMEN&MEN MUNICH SCHEDULE**

**08.-11.02.2020**

Supreme Women&Men, February 8<sup>th</sup> through 11<sup>th</sup> 2020 at MTC world of fashion, House 1, Ingolstädter Strasse/Taunusstrasse 45, 80807 Munich, Germany.

Opening hours:

Saturday, February 8<sup>th</sup> through Monday, February 10<sup>th</sup> 2020: 9 am through 6 pm

Tuesday, February 11<sup>th</sup> 2020: 9 am through 5 pm

**Save the date: next SUPREME Women&Men Munich edition on August 8<sup>th</sup> through 11<sup>th</sup> 2020.**

## **THE SUPREME GROUP CONTACT**

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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, Supreme Body&Beach and Supreme Tracht, 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

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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 and regularly supporting children's charities.