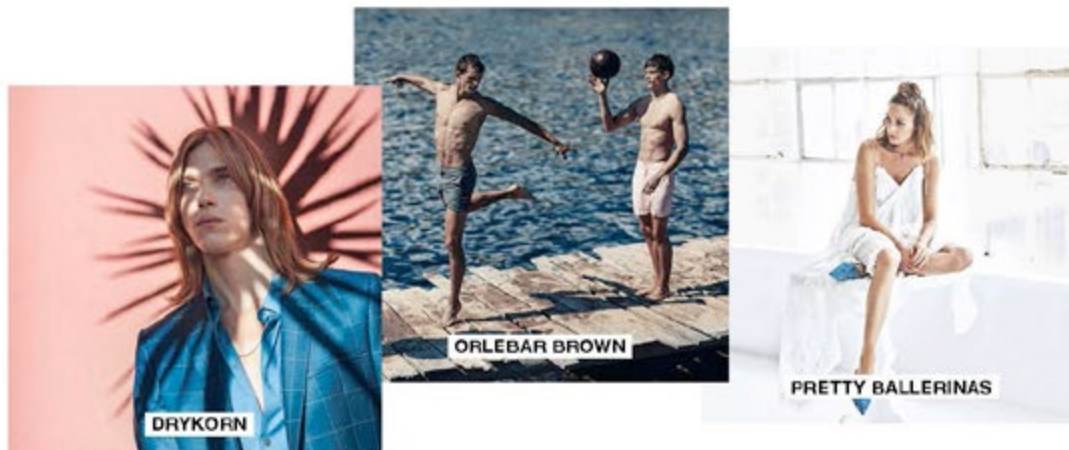


READY FOR SUMMER

Young talents, old friends and big players: from 3 - 5 July PREMIUM GROUP brings together a carefully curated international brand portfolio that is as diverse as the vibrant streets of Berlin.

PREMIUM

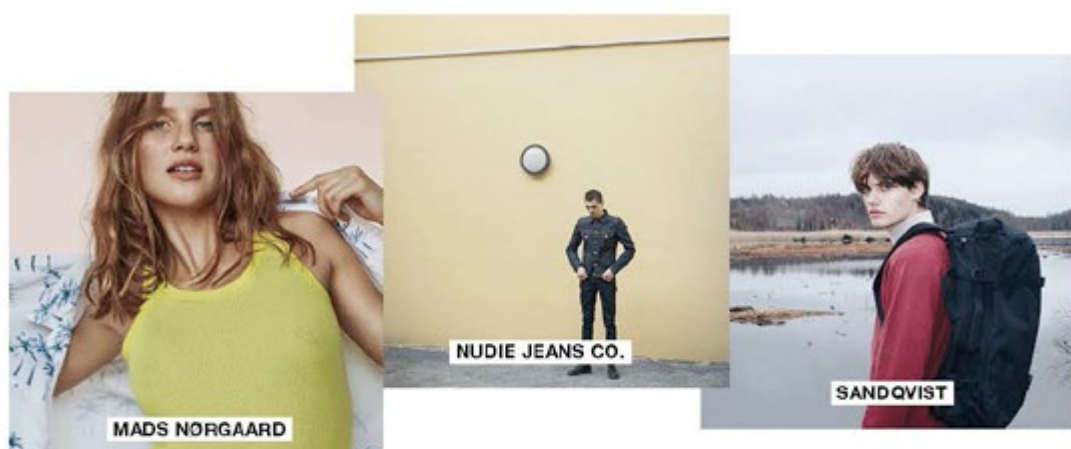


Discover the latest contemporary fashion collections and future trends. PREMIUM presents the top selection of international menswear, womenswear, shoes and accessories of SS19.

AIGNER / ALEXANDER HOTTO / BLAUER / CACHAREL / CAMILLA / CECILIE COPENHAGEN / CHEVIGNON / COLMAR ORIGINALS / DRYKORN / ESSENTIEL ANTWERP / FILIPPA K / GOTI / HANNES ROETHER / JOOP! / LIEBESKIND BERLIN / LOTTUSSE / LOVE MOSCHINO / MAJESTIC FILATURES / NORTH SAILS / ORLEBAR BROWN / PEUTEREY / PHILIPPE AUDIBERT

AND MANY MORE

SEEK



SEEK's colourful brand portfolio inside the halls of Arena Berlin is composed of sportswear brands, contemporary mens and womenswear, shoes, sneakers, accessories and lifestyle goods which complements the energy of SEEK's outside area, the Badeschiff Berlin.

ALPHA INDUSTRIES / CHIEMSEE / DICKIES / FILA / FRED PERRY / HAN KJØBENHAVN / HELLY HANSEN / HERSCHEL SUPPLY CO. / KAPPA / MADS NØRGAARD / MERZ B. SCHWANEN / MIZUNO / NAPAPIJRI / NUDIE JEANS CO. / PORTER-YOSHIDA & CO / PRPS / SANDQVIST / TOPO DESIGNS / UMBRO / VELOUR BY NOSTALGI

AND MANY MORE

BRIGHT

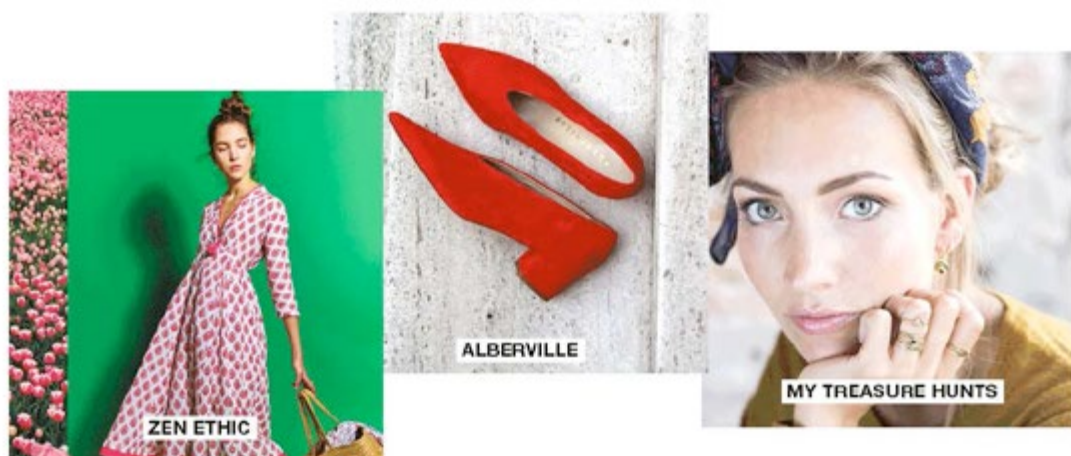


Focusing on the skateboard community, BRIGHT shows a sharper brand portfolio of apparel, footwear, accessories and hardware. BRIGHT belongs to, represents as well as invites the community (for the first time), offering them a space to exchange, do business and skate.

DC SHOES / LRG / NEFF / POETIC COLLECTIVE

AND MANY MORE

SHOW&ORDER PREMIUM



SHOW&ORDER x PREMIUM transforms the six floors of KÜHLHAUS into an inspirational space for an all-over retail experience where the latest pieces and collections from fashion, beauty & lifestyle brands can be explored – just as in a department store.

ALBERVILLE / AND LESS / BRONX / BUFFALO LONDON / DESIGN LETTERS / FREAKY NATION / GANG / GIRLSBESTFRIENDS / GRASHOPPER / HANKY PANKY / KHUJO / MARJANA VON BERLEPSCH / NÜMPH / PERNILLE CORYDON / RUE DE FEMME / SAINT TROPEZ / SENDRA BOOTS / SHOE THE BEAR / STEVE MAFFEN / THE WHITE BRAND / VAGABOND / YULYAFFAIRS

AND MANY MORE

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