

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

## **PREMIUM GROUP ANNOUNCES DISCONTINUATION OF PREMIUM ORDER MUNICH**

Berlin, August 2018: After closing down Dusseldorf as order location in February 2014, PREMIUM GROUP Executive Management has decided to discontinue PREMIUM ORDER MUNICH as of the Winter 2019/20 season, underlining the strong focus on Berlin and new concepts.

“We decided to shut down the regional order platform POM. The event has been very successful for the DACH market for years but it failed in terms of development”, explains Managing Partner Anita Tillmann. “We constantly reinvent ourselves and our formats, we stand for innovation and inspiration. This is why we are putting emphasis entirely on Berlin with an international outlook, the subject of digitalization and our plans of expansion.”

Since January 2006, Munich served as a business site for PREMIUM GROUP focusing on sales in Germany, Austria and Switzerland. There were continuous overlaps with the Milanese shoe trade fair Micam, reinforcing the operators’ decision. Amongst the 600 collections presented in the Zenith Hall were fashion and accessories as well as numerous footwear brands.

“The joint venture with PREMIUM GROUP was an exciting phase and synergy not just from a business perspective”, says Business Associate Sebastian Klinder from Munich Fabric Start. “Anita Tillmann and Jörg Arntz share our vision of dynamic show formats which provide the industry with ideal business and networking platforms. We will remain in close and friendly exchange and are looking forward to future projects together.”

The protagonists are uniformly positive. The manpower shift from Munich to Berlin will result in the increase of the Kreuzberg team, working on new creative concepts for the industry.