

# PRESS RELEASE

15 JANUARY 2018



WE PROUDLY PRESENT

## FASHION INNOVATORS, ENTREPRENEURS AND INFLUENCER

The PREMIUM GROUP is committed to promoting fashion start-ups and offers ongoing support – the young entrepreneurs of today are the elite of tomorrow. In an age of social media, brands are able to promote themselves independently through social channels. Follower numbers = potential buying public.

The actual contact to international retailers, opinion-formers and representatives of the press can, however, result in new customers, ideas and increased awareness, because the brand's reach is enhanced.

With its business and networking platforms in the form of the PREMIUM, SEEK, BRIGHT and SHOW&ORDER trade shows, as well as PREMIUM ORDER MUNICH, the PREMIUM GROUP offers exactly this: relevant contact to industry insiders. As a driver of innovation and pioneer in the industry the PREMIUM Group presents the trends of the future.

This season the PREMIUM Group is called at all its events  
a total of 350 influencers welcome.

**PLEASE SEND ANY INTERVIEW QUERIES DIRECTLY TO MAREIKE BRÜNIG:  
M.BRUENIG@PREMIUMEXHIBITIONS.COM | 030/62908535**

### DO YOU WANNA MEET?



#### PIETRO BOSELLI

Pietro Boselli débuts his fashion sportswear brand Petra at PREMIUM. Petra is a high-end fashion brand that creates functional sportswear. Designed in London, made in Italy. In terms of his collections, Pietro's main concern is actually to think through the whole process and consequently create collections at a very high level. He is personally involved in each individual step of his label – from both an entrepreneurial and a production perspective. From maths teacher to celebrity – the dream of many social media stars. The plan has come off for Pietro. He was a maths teacher when he was discovered. Today he is a fashion entrepreneur and a social media star. He is proof of just how diverse the professional world is today in the online sphere. Pietro stands for the influencer generation, because he has a large number of followers. He is a young fashion entrepreneur, innovator and has his own fashion start-up.

#### CLOUDY ZAKROCKI

Cloudy Zakrocki is Editor-in-Chief at Refinery29 Germany and a fashion influencer. She is styling the Fashion x Performance athleisurewear show that can be seen daily at 12 noon in Hall 2. Together with Annette Weber from Glam-o-meter, this season she is once again taking on the role of styling the successful 15Looks series at SHOW&ORDER.



#### KIM HNZIDO

Winner of Germany's Next Top Model 2016, Kim Hnizdo will be there at the start, exclusively for the PREMIUM Group. In a social media takeover she will present her favourite items from the coming season and conduct interviews, e.g. with Pietro Boselli, who will be exhibiting in Hall 2. We are looking forward to her great knack for fashion and her trend forecast.

#### ANETTE WEBER

We love Annette Weber and her fashion brand Glam-o-meter, which she designs together with fashion influencer Viktoria Rader and markets via their shared blogazine. With a finger on the contemporary pulse the duo show how successful marketing works today as fashion entrepreneurs. Annette Weber will also be styling the successful 15Looks series together with Cloudy Zakrocki and is available for questions. The series will be on display at SHOW&ORDER.



#### JELENA LIEBERBERG

Jelena Lieberberg is not only a yoga instructor but an author too and writes about her biggest passion: yoga. She is presenting her current book, Kick Ass Yoga, at SHOW&ORDER. In her role as fitness influencer she is co-styling the looks at the Fashion x Performance athleisurewear show in Hall 2 together with fashion influencers Cloudy Zakrocki and Philine Roepstorff.

#### PHILINE ROEPSTORFF

Philine Roepstorff is the most-followed Scandinavian Instagrammer. She is also a blogger and model. Together with fashion influencer Cloudy Zakrocki and fitness influencer Jelena Lieberberg she will be styling the Fashion x Performance athleisurewear show in Hall 2 and showing this season's hot-off-the-press trends and style through her eyes via the PREMIUM Group's social media channels.



## SHOW&ORDER FEATURES AN 'INFLUENCER ROAD' ON THE 5TH FLOOR OF THE KÜHLHAUS.

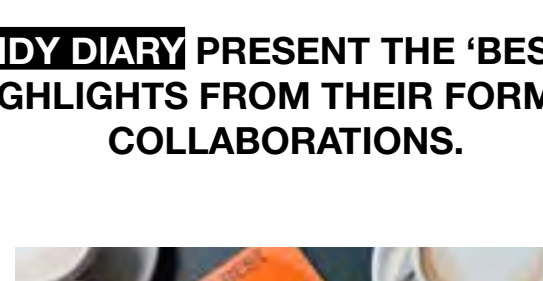
THE FOLLOWING INFLUENCERS WILL BE THERE:



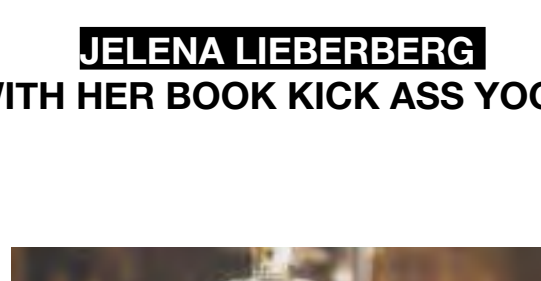
**DESIGNSCHUNGE!** IN COLLABORATION WITH AS CRÉATION WITH THEIR COLLECTION OF WALLPAPERS.



THE GIRL-POWER INFLUENCER DUO FROM MUNICH, **GLAM-O-METER**, ARE EXHIBITING THEIR COLLECTION.



**DANDY DIARY** PRESENT THE 'BEST OF' HIGHLIGHTS FROM THEIR FORMER COLLABORATIONS.



**JELENA LIEBERBERG** WITH HER BOOK KICK ASS YOGA.



FOOD BLOGGER **MARY SCHERPE** FROM STIL IN BERLIN INTRODUCES SCENIC LOCATIONS IN HER BOOK A MAP OF BERLIN.



**JOKO WINTERSCHIEDT ALIAS A WITCH A DRAGON & ME** WILL BE HOLDING A TASTING F THE GIN AND VODKA THAT HE PRODUCES.

### THESE INFLUENCERS ARE ALSO AT PREMIUM EVENTS:

**CLEA LACY · SEBASTIAN PANNEK · ZUZOL · ZOE KARAPETYAN**

**SOUL SENSITIVE · I AM ANNA PORTER · KATRIN FROM BERLIN**

**WHATELSE · DINA LIGHTS · EVA JASMIN · COUTURE COEUR**

**ABOUT JANINA APFEL · LILA LISA · JULY MADLEN · RANIM HELWANI**

**SARAH R. KUHN**

## SAVE THE DATE

**PREMIUM**  
16 – 18 JANUARY 2018  
STATION-BERLIN  
LUCKENWALDER STRASSE 4-6  
10963 BERLIN

**SHOW&ORDER  
PREMIUM**  
16 – 18 JANUARY 2018  
KÜHLHAUS BERLIN  
LUCKENWALDER STRASSE 3  
10963 BERLIN

**FASHIONTECHBERLIN**  
CONFERENCE & EXHIBITION  
16 JANUARY 2018  
KRAFTWERK BERLIN  
KÖPENICKER STRASSE 70  
10179 BERLIN

**SEEK**  
16 – 18 JANUARY 2018  
ARENA BERLIN  
EICHENSTRASSE 4  
12435 BERLIN

**BRIGHT**  
16 – 18 JANUARY 2018  
ARENA BERLIN  
AM FLUTGRABEN  
12435 BERLIN

**PREMIUM  
ORDER MUNICH**  
10 – 12 FEBRUARY 2018  
ZENITH HALLE  
LILIENTHALALLEE 29  
80939 MUNICH

## PREMIUM GROUP THE FASHION AUTHORITY

The PREMIUM GROUP organises the international fashion trade shows PREMIUM, SHOW&ORDER, SEEK, BRIGHT and PREMIUM ORDER MUNICH, as well as the #FASHIONTECH conference on innovation. With these event platforms the PREMIUM GROUP has positioned itself as a flagship event organiser at the forefront of innovation within the European trade show landscape.

With five fashion events in Berlin presenting around 3,000 international collections over an area of 50,000 m2, the PREMIUM GROUP has transformed Berlin into the no.1 market place for contemporary fashion and innovation in Europe.

The Groups' strengths rely on parameters such as fashion expertise, flexibility, adaptation to changes in the market and its ability to continuously coordinate supply and demand with the aim of creating relevant formats for the market.

[www.premium-group.com](http://www.premium-group.com)

## PRESS CONTACT

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