

PRESS RELEASE

11 JANUARY 2018

SEEK HOUSES & TRADE UNION

TRADE UNION

Show your support for the workers that get it done and stop by the brand new Trade Union area. Here visitors will find like-minded people who have joined with SEEK to achieve common goals.

Change brings new players and new concepts. While in the past competitor companies tried to avoid points of contact in business, the new generation is looking for a cooperative approach. A complete departure from convention. What evolved as a community thought was instigated by the brains of the industry in the form of the Trade Union, with the aim of supporting good business. That means that diverse brands join forces in the space and present the product groups together. This ensures that retailers can order in a logical way on site from across the different brands.

It is primarily a question of defining goals collaboratively and then implementing these goals; of fine-tuning quality in all respects; and of giving valued partners the space that they deserve.

For many years SEEK has been an important and international platform for us where we meet with buyers, press and partners. The organisers of SEEK are fantastic partners. This partnership was the foundation of a concept and a space dedicated to the idea of TRADE UNION. The Trade Union area is a union of brands and likeminded people who want to offer their partners and clients a space for efficient work. Value the time and use it the right way to get things done. It is not unusual that shop owners or buyers stop by and are interested in the products; but are not used to placing orders at a trade show any more. We would like to change that to become normal again. We want to value the buyers' time, we want to value our time and use a trade show for its core purpose. To trade and to work. FW18 TRADE UNION will offer a work space to partners and retailers of Haptiques, Porter-Yoshida & Co, Filson, Pendleton Woolen Mills, Snowpeak, Shinola and Monokel Eyewear. Come and say hello, we are looking forward to working with you.

Felix Engelmann, Haptiques GmbH

The Trade Union concept promises to be one where customers get an optimal insight into the brands' image, since we have created a harmonising brand world in a separate area. The latter is designed to be a space where work can take place effectively and undisturbed and where appointments can be worked through.

Andy Loesch, Filson

Brands that reflect these values will, of course, be present too. Expect to swap war stories with rugged labels from around the world like Porter-Yoshida & Co, Filson, Pendleton Woolen Mills, Snowpeak, Monokel Eyewear and Shinola.

In short: stop by for free coffee, get the work done and celebrate the cause.

Following a very successful launch just last season, **SEEK Houses** are back to give buyers and press the intimate environment they need to discover standout collections from some of the show's foremost brands and agencies.

SEEK House 1 / Clarks Originals

Clarks Originals looks to the past to redefine the future at SEEK House 1. Visitors will get hands on with the upcoming Fall/Winter 2018/19 collection, which features brand new offerings for men and women. Both the Trigenic Evo and Flex get a special textile treatment inspired by Scandinavian landscapes, while the Casuals collection for men takes three powerful moccasin silhouettes and beefs them up into premium winter footwear.

Women's offerings include a Wallabee Craft, now with additional moccasin detailing and set to be available in three colourways: Oak, Burgundy and Black.

A collaboration with historic British textile manufacturer Ventile ensures rain and wind resistance, a welcome defence for Clarks' brand new TriEvo boot, and a partnership that's sure to be the first of many.

See these highlighted Clarks Originals and much more at SEEK House 1.

www.clarks.co.uk/originals

SEEK House 2+3 / Birkenstock

SEEK House 2 shows selected BIRKENSTOCK core products in a recreated workshop that reflects the essence of what BIRKENSTOCK stands for: perfectly crafted shoes that stem from a tradition of durability, sustainability and craftsmanship, and that provide unparalleled comfort. SEEK House 3 is also all about craftsmanship and tradition. BIRKENSTOCK accessories – belts, bags and legwear – are placed on show between items of vintage furniture.

Founded, astonishingly, in 1774, Birkenstock is as relevant and trend-leading as ever with yet more forward-thinking products for Fall/Winter 2018/19. Made in Germany as always, the upcoming unisex Sport Tech collection does just what its name suggests and takes the heritage of the iconic brand and updates it with new materials and tooling to keep up with the demands of the present day.

Nylon, polyurethane, velcro and sturdy click closures perfectly complement skid-proof EVA outsoles for footwear that won't get worn out and won't go out of style.

Pay a visit and see how one of the longest-standing names in the game continues to reinvent and redefine time and time again.

www.birkenstock.com

SEEK House 4 / Han Kjøbenhavn

Established in 2008 by Jannik Wikkelsø Davidsen, Han Kjøbenhavn continues its vision of a comprising and unconventional universe well into the FW18 season around the concept of "Imperfect Sanity." The upcoming collection on display at SEEK House 4 revolves around the idea of the human mind needing to embrace its flaws to truly flourish.

Nowhere is this clearer than in the seasonal offerings, which include everything from anoraks and jumpsuits for men, to a shirt dress and crew dress for women. The collection's title, "Imperfect Sanity," meanwhile, can be seen throughout across crewnecks, hoodies and more.

Stop by SEEK House 4 and see why Han Kjøbenhavn's FW18 collection perfectly captures "Imperfect Sanity."

www.hankjohbenhavn.com



SHINOLA



FILSON



CLARKS ORIGINALS



SNOW PEAK



PENDLETON



BIRKENSTOCK



MONOKEL EYEWEAR



SNOW PEAK



HAN KJØBENHAVN

SEEK

CONTEMPORARY FASHION TRADE SHOW

PRESS CONTACT

KHIRA LI LINDEMANN
PRESS@SEEKEXHIBITIONS.COM

16 – 18 JANUARY 2018

ARENA BERLIN EICHENSTRASSE 4 12435 BERLIN

WWW.SEEKEXHIBITIONS.COM

