

# PRESS RELEASE

8 JANUARY 2018

# SEEK IS ON.

## SEEK – THE VOICE OF STREET CULTURE

With street culture and pop culture becoming more and more intertwined, it's getting harder to separate the leaders from the followers. A voice is needed to make this divide clear and to give leaders the platform they need to make their mark.

Enter SEEK.

Carrying the momentum of last season, SEEK kicks off Berlin Fashion Week from 16 – 18 January as the definitive Voice of Street Culture. Once again SEEK is taking over the city's famed ARENA and giving the floor to today's most forward-thinking brands. Across ARENA's expansive floor visitors will discover the season's best trends, perfectly captured and reflected through the discerning lens of the labels present.

Leading menswear brands sit alongside the finest in emerging womenswear, while unisex collections echo the shift in the fashion landscape and complement the best from both worlds. Footwear, accessories, gadgets, beauty, stationary and homewares round out the offerings, presenting a 360-degree view of the ultimate lifestyle.

## HEADTURNERS

In a world that's increasingly homogenous everyone wants to find a way to stand out. Thanks to the brands present and their unceasing creativity, visitors will get a first-hand look at the pieces that will turn heads wherever they are.

## OUTDOOR & SPORTS

Winter is coming. Scratch that: winter is here. And just because winter is here that doesn't mean style is slowing down, especially for the athletes among us. This season, the globe's leading outdoor and sportswear brands want to equip you with the best to battle the elements. Clean, Scandinavian cool and the rugged outdoors from brands like Snow Peak, Filson, Topo Designs and Black Mountain Clothing Company are contrasted with the return of the '90s and early 2000s, with the presence of Karl Kani, Ellesse, FILA, Russell Athletic, FUBU, Champion Reverse Weave, Helly Hansen, Mitchell & Ness, and many more.

## BRAND NEW

Twice a year SEEK brings new elements to Berlin Fashion Week and this time is no different. SEEK is committed to making each iteration as effective, efficient and exciting as possible, and that's why you'll find a complete overhaul in this season's approach. Included in the revamp is a segmented hall structure, so navigating through SEEK is made especially easy thanks to themed groups in the hall. The colour-coded areas include Green Force for conscious fashion and lifestyle products, showcasing brands like Veja, Ecoalf, Kowtow, Maska and Mud Jeans; Classics and Icons for timeless products like those from Amor Lux, Oliver Spencer and Porter-Yoshida & Co.; as well as Craftsmanship for faithful, heritage-inspired exhibitors from Novesta, Norwegian Rain, Eat Dust, Filson, Pendleton Woolen Mills and Blue de Gênes, followed by Strong Zeitgeist highlighting everyday heroes such as Eastpak, Herschel Supply Co. and Rains; and finally Sports and Streetwear, including Kappa, Helly Hansen, FILA, Ellesse and others.

In addition, SEEK HOUSES, which launched last season, are now bordered by the TRADE UNION area, a space where ordering is going to be the top priority. Visitors to the SEEK HOUSES will find the latest ranges from Birkenstock, Han Kjobenhavn, and Clarks Originals presented close by. In the TRADE UNION area representatives from Porter-Yoshida & Co, Filson, Pendleton Woolen Mills, Monokel Eyewear and Shinola engage in tough business.

Also there will be a brand new meeting spot for SEEK and BRIGHT visitors within the beautiful Glashaus, which is part of the Arena Berlin – and it's all about: 'MEET, GREET & SEEK'. SEEK also warmly welcomes the talented newbies to the next edition of SEEK.

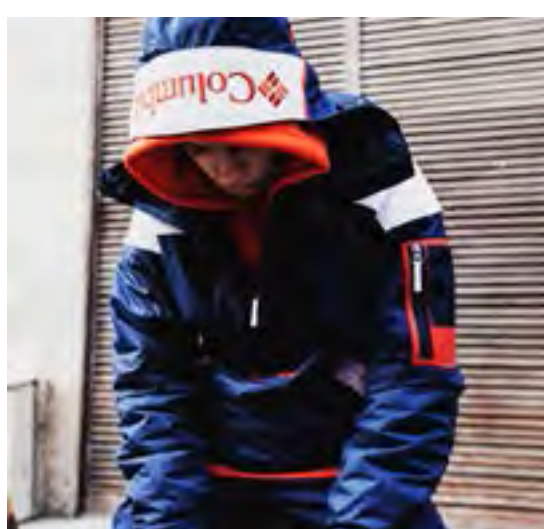
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ESSENTIEL ANTWERP



NAPAPIJRI



COLUMBIA SPORTSWEAR



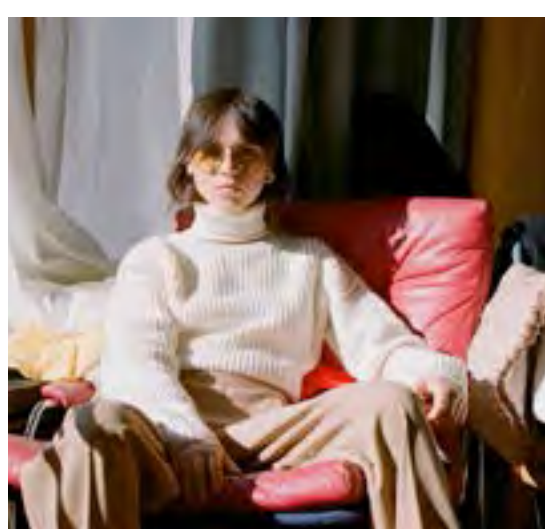
B&O PLAY



CORELATE



CLARKS ORIGINALS



MONOKEL EYEWEAR



SNOW PEAK



FILLING PIECES

A.B.C.L | AMBITIST | ARC MINUTE | BARTS  
BATA HERITAGE | BLACK MOUNTAIN CLOTHING COMPANY  
BERMUDES | BLACK CIRCUS BKCS | BLUNDSTONE  
BUFFET CLOTHING | CITY VAGABOND | CLARKS ORIGINALS  
CLOUDBURST | COLORFUL STANDARD | COLUMBIA SPORTSWEAR  
COSSAC | DC | DJINNS | DOUGHNUT BLACK LINE | EMON EYEWEAR  
ESSENTIEL ANTWERP | FARRAH | FARRAH | FLOYD | FUBU  
FUNKTION SCHNITT | GARZINI | HANNAH BEAUMONT ORGANIC  
HAN KJØBENHAVN | HEINRICH BARTH | HIDDEN ACES  
MAIA KAJA | MASKA | MITCHELL & NESS | MUD JEANS  
NCC JEWELS | NEWLAB | NEWPHARAOH | NEWPHARAOH  
NORTH SEA CLOTHING | NOUMENON | RAVANI | REZIN EYEWEAR  
SIKSILK | SNOW PEAK | STIGHLORGAN  
STUDBAKER METALS | THE PROJECT GARMENTS  
THUNDERS LOVE | VILL VILL | WAITING FOR THE SUN  
WONS MOUS | WRAD

AND MANY MORE

# SEEK

CONTEMPORARY FASHION TRADE SHOW

## PRESS CONTACT

CHRISTINE ZEINE, KHIRA LI LINDEMANN  
PRESS@SEEKEXHIBITIONS.COM

16 – 18 JANUARY 2018

ARENA BERLIN EICHENSTRASSE 4 12435 BERLIN

WWW.SEEKEXHIBITIONS.COM

