

# PRESS RELEASE

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# DRESSED FOR SEEKCESS

Since its inception SEEK has seen itself as the voice of a generation. As a mirror reflecting the zeitgeist. As a platform for business, brands and people.

The January 2018 edition, headlining as the “Voice of Street Culture”, brought together love for the product and proven factors for success with new communications concepts.

“Standing still is not an option – either for our exhibitors or for us,” explains Maren Wiebus, Sales Director at SEEK. “We are responding to the needs of the industry with the new Trade Union Area and the expansion of the SEEK Houses showroom concept. Even in these restless times dedicated spaces are still needed where exhibitors and buyers can sit down together in a relaxed setting and concentrate on what is really at the heart of everything: amazing collections, brands and the people behind them.”

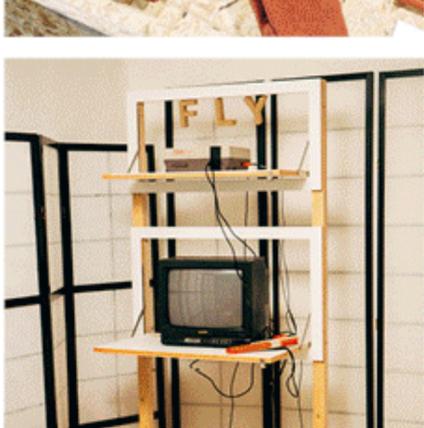
SEEK is a level platform. Like a large, heavy wooden table where the industry comes together to share a meal. The eager anticipation ahead of the show was already palpable on Tuesday at the doors to the ARENA. This unique, familiar SEEK heartbeat throbs among the coffee cups, beanies and order lists. For many, the moment when the doors opened felt like a class reunion.

In the Arena visitors found five colour-coded zones that represented the segmentation of the collections into the Green Force, Classics and Icons, Craftsmanship, Strong Zeitgeist and Sports and Streetwear categories.

Trends for next winter: nostalgic ‘90s looks, futuristic sportswear, fine materials. Yesterday and the day before make up the new tomorrow. Sometimes this is evident in the form of loud, statement pieces; sometimes as understated wardrobe essentials influenced by craftsmanship and tradition.

The central significance this season of the theme of getting together was also in evidence in the lovingly designed Glashaus, where visitors to SEEK and BRIGHT could indulge in culinary delicacies and garner inspiration. A culture just like on the colourful streets around the world.

“We have achieved our goal of becoming not just a communications but also a business platform. The feedback from the exhibitors is extremely positive – many were kept very busy. The list of buyers, too, speaks for itself: from KaDeWe, Voo Store, Asphaltgold, Firmament, 24 Kilates and many more, all the players were present and, thanks to the segmentation into five zones, they were able to get their bearings without a problem. All-in-all, we are very pleased with this edition – everything ran smoothly and both new and tried-and-tested concepts worked fantastically well. We are looking forward to next season.” Maren Wiebus, Sales Director SEEK.



## SEEK VOICES:

“We achieved excellent sales figures this season and have won lots of new customers. All the key retailers and department stores were there. Alongside Germany, Eastern Europe and Holland also had a very strong presence. It was great fun.”  
Jörg Nürnberger, Champion

“The best brand mix ever!”  
Darryl Jarvis, Fred Perry

“The atmosphere here is always great and very communicative. This is also due to the large number of brands from the mid-level price segment, which is where we and many of our friends and colleagues fit of course. From the great choice of food to the music and the accreditation, everything at SEEK is always super and easy. For the following seasons it would be great to see even more Scandinavian visitors – we’ll work on this together.”  
Jacob Ostergaard Andersen Bing, Mads Norgaard

“We were very pleasantly surprised. In the conversations that we had prior to the show we imagined that Berlin would lose out on international character, but that wasn’t the case. We were kept consistently busy, essentially like in the old days. Cool! The people are brilliant, the atmosphere is good and we hope that Berlin can maintain this in future too.”  
Marco Petrucci, Armor Lux

# SEEK

CONTEMPORARY FASHION TRADE SHOW

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