

PREMIUM

PREMIUM is in focus.

28th September 2018: Based on Europe-wide studies with buyers and its close relationship with the industry and retail PREMIUM is evolving. In January, each PREMIUM brand will define its key looks and key stories in order to attract buyers, to inspire them and initiate a mutual dialogue. Because the responsibility of creating a successful trade show also lies with the exhibitors.

Each brand should know what it stands for, the story it wants to tell and what makes it unique. In short: what is the USP? Booths should look inviting and appealing in order to promote a dialogue at the stand itself and to encourage visitors to stay for a longer period of time. Conversations should take place where the brand stories are told. Face-to-face is powerful!

“Together with our brands we are working on engaging buyers in the best way possible. This includes an inviting presentation of the stand and precise positioning,” explains Anita Tillmann, Managing Partner PREMIUM GROUP. “Creating deep emotion doesn’t start with the end consumer, but with the direct exchange between the industry and retail.”

New brand realms

In order to create the ideal conditions for this communicative approach as operators, we will implement cross-segments and establish new brand realms based upon core criteria such as pricing, image and market relevance. Consequently, the floor plan will be restructured. There will be a specific PREMIUM *Sophisticated Contemporary* hall for brands in the upper price range. All other halls will be adjusted according to stylistic genre for PREMIUM *Contemporary* brands. This way PREMIUM is aiming to actively steer buyers and brands in their respectively relevant directions again, providing orientation and guidance.

The PREMIUM business shows further emphasise Commerce, Content & Community as pivotal topics, with a cross-segment mix of contemporary fashion and lifestyle brands.

Expansion of the PREMIUM GROUP to the USA

With the acquisition of a minority stake in Liberty Fairs Fashion Group, the aim is to further boost existing events, create competitive market segments and develop new formats in Europe and the US. As of February 2019 the Liberty Fairs event will take place in downtown Las Vegas, which is where the first PREMIUM GROUP show will take place. As for New York City, the team is working on a new concept for the womenswear segment.

“The merger of strong business relations and longstanding tradition in the field of innovative events held by the PREMIUM GROUP, combined with the network and professional expertise of the Liberty Fairs Fashion Group, make this an ideal partnership,” says Anita Tillmann, Managing Partner PREMIUM GROUP.

The implemented concept strategy starting in January as well the internationalisation in cooperation with the Liberty Fairs Fashion Group underlines the forward-thinking development process and the continuous innovation activities of the PREMIUM GROUP.

We herewith present to you the evolution of our PREMIUM trade show concept that has resulted from Europe-wide studies of fashion retail and market analyses by the PREMIUM GROUP. As of January, the hall plans will be redefined and the segments mixed. New brand realms will be created and arranged in a fresh way within the eight halls at STATION-Berlin based upon pricing, image, positioning and distribution strategy.

The focus will be on the key look of each collection. Each brand has to present its key style, a key item or story on its booth accordingly. The aim is to capture and retain attention, to inspire and actively initiate a dialogue. It is critical and absolutely essential to include an appropriate presentation on what the brand stands for, the story it wants to tell and what makes it unique. Booths should look inviting and appealing in order to promote a dialogue at the stand itself and to encourage visitors to stay for a longer period of time. Conversations should take place where the brand stories are told and where trends are displayed. Face-to-face is powerful!

We would like you to see this new concept as an invitation, so that together we can create the opportunity and best-possible conditions for successful business! Emotion doesn't start with the end consumers; it starts with the direct exchange between the industry

and retail.

We are looking forward to seeing you in January and, in the meantime, are happy to answer any queries you may have!

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