TIME TO CHANGE

6 - 8TH JULY 2021

FRANKFURT AM MAIN

THE FUTURE SEEK

- PAIRS UP WITH EUROPE'S MOST RELEVANT FASHION ENTERPRISES
- CREATES NEW FORMATS AND EVENTS
- TAKES PLACE IN GERMANY'S ECONOMIC AND GEOGRAPHIC CENTRE
- ESTABLISHES FRANKFURT AM MAIN AS A NEW FASHION HUB

"I think it's a once-in-a-lifetime opportunity with the best conditions. 'Everyone can do Berlin; Frankfurt is art.'"

Tim Reinhard,
RICH&HANC

IT'S A MATCH

UNDER ONE ROOF

PREMIUM, Europe's biggest and most relevant fashion trade show

SEEK, Europe's fashion community and street- and sportswear trade show

FRANKFURT AM MAIN, Europe's economic capital, melting pot of cultures and initiator of a new sustainable, inclusive and incomparable fashion week

FASHIONTECH, the global content-only platform for fashion and lifestyle

FASHIONSUSTAIN, the international conference focusing on sustainability, technology and innovation

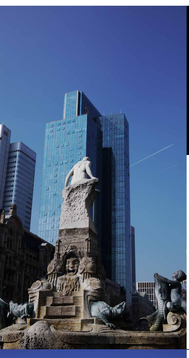
NEONYT, pioneer and international hub for sustainability and innovation

MESSE FRANKFURT, the world's biggest trade show, congress and event organiser as well as the market leader in textile fairs

"We think that this is the right step to bring movement and a breath of fresh air into the industry again!"

Ben Birkl,
Alpha Industries

AND MORE TO COME,
runways and installations, b2b and b2c events, conferences, award show and much more



MEET US IN THE MIDDLE

FRANKFURT IS THE JUNCTION ON THE ROAD TO SUCCESS.

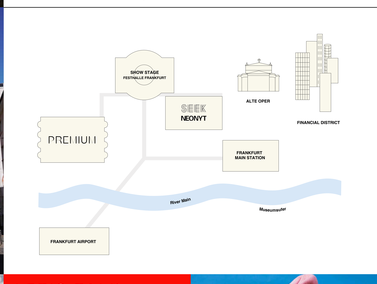
CULTURAL Frankfurt is open-minded, open-hearted and home to many cultures

CREATIVE Frankfurt is Germany's epicentre and the origin of contemporary music an art and a hub for new concepts in gastronomy

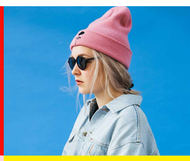
COMPREHENSIVE Frankfurt is unpretentious, welcoming, engaging and offers something for everyone

CONNECTED Frankfurt generates footfall with Germany's biggest airport, a train station that welcomes more than 500,000 travellers a day and offers quick ways to get around the city

COMMITTED Frankfurt invests to emblazon its name on the international fashion map



LET'S TALK ABOUT SEEK, BABY!



SEEK curates and combines street- and sportswear, sustainable brands, modern classics, denim, shoes and accessories as well as the best of craftsmanship.

SEEK presents around 250 brands in one of Messe Frankfurt's most beautiful halls right at the entrance.

SEEK continues offering individual solutions and services, as well as developing and strengthening platforms like TRADE UNION, pre-built and self-built spaces over about 9,000sqm.

SEEK will encourage cross-visits from other relevant formats, welcome new customers and make true SEEKers feel at home.

SEEK continues to present its portfolio across a one-floor, no-pillar industrial yet modern space.

SEEK IS THE EVENT FOR THE INTERNATIONAL FASHION COMMUNITY THAT KNOWS WHERE IT'S GOING, PROMOTES SALES AND UNITES THE FUTURE GENERATION OF DECISION-MAKERS.

"Being on the front line isn't too relevant anymore these days - the collective thought is way more zeitgeisty."

Marie-Luise Patzelt,
SEEK

SEEK YOU SOON! www.seekexhibitions.com