



PRESS RELEASE

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THE GROUND DEBUTS AT FRANKFURT FASHION WEEK

A purpose-driven B2C festival for a young and optimistic generation

With THE GROUND, the PREMIUM GROUP is organizing a major fashion festival for young end consumers for the first time. Responsible for the event concept, in addition to Anita Tillmann, Jörg Arntz and the PREMIUM GROUP - team, is B2C expert Kai Zollhöfer, who already helped to make the Bread & Butter by Zalando a crowd puller.

“THE GROUND is a B2C festival aimed at a young, purpose-driven generation. This new generation has a strong stance on current social and environmental challenges and expects brands to reflect them. The overriding topics at THE GROUND are therefore sustainability, diversity and equality”, says Kai Zollhöfer.

“A large number of customers are interested in more sustainable options - there is a desire for a more conscious lifestyle, but this trend is currently not yet reflected in their actual shopping behavior. In between lies the so-called attitude-behavior gap, which THE GROUND wants to close further as a platform for brands with transparency and cool communication. We cannot expect that every brand, every consumer is currently doing everything 100% right, but it is the responsibility of all of us to take one small step in the right direction every day. We have to talk openly about how to do this in order to learn from each other so that we can take as many people as possible with us on this journey to a more sustainable future.”

The 3-day experiential marketing playground offers brands the opportunity to interactively exhibit purpose-driven stories and products and connect with consumers. In addition to the focus on fashion, brands from the areas of well-being, beauty, mobility and technology will present innovative products and solutions.

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