

P R E M I U M

G R O U P

PRESS RELEASE

Berlin, December 22nd, 2021

**PREMIUM GROUP EVENTS WILL NOT TAKE PLACE
IN JANUARY 2022**

Due to the pandemic developments and the decision taken by the Federal Government, major events and thus also the fashion fairs and events of PREMIUM, SEEK, FASHIONTECH conference, as well as the preview of the new fashion festival THE GROUND will not be able to take place as planned in Frankfurt am Main in January 2022.

Besides the lack of a regulatory basis, the effects of the ongoing pandemic and the spread of the coronavirus, as well as the worrying developments regarding the new virus variant, Omicron, have further overruled the safe implementation of the events in January. Lockdowns in neighbouring European countries, some of which have already come into force, in addition to travel restrictions, quarantine regulations and the volatile situation as a whole make it impossible to hold the trade fairs and peripheral events in a safe environment.

'We would like to take this opportunity to thank our customers, partners and friends for their solidarity. Please get vaccinated and stay healthy!', says Anita Tillmann, Managing Partner of the Premium Group.

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