

P R E M I U M
G R O U P

PRESS UPDATE

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THE TIME IS NOW!

Premium Group reveals the first highlights of the new event cosmos in July

Brands, collections, stores, talks, action, live entertainment, metaverse: The new Premium Group event cosmos in Berlin is becoming a melting pot for B2B and D2C, for fashion and consumer

Premium Group is coming home

Stephan Schwarz, Senator for Economics, Energy and Operations, welcomes the Premium Group back home to Berlin. Together with the Mayor of Berlin, Franziska Giffey, this return will be celebrated in honour of the makers of the Premium Group in the historic Bärensaal, one of the most beautiful rooms of the city.

"Welcome back, welcome home. We have campaigned for their return to the capital because the Premium Group and the fashion industry are important to us. We want to celebrate this with an official ceremony and warmly welcome the trade shows for advanced contemporary fashion to Berlin. It's great to have them all back!", explains Stephan Schwarz, Senator for Economics, Energy and Operations.

New location, new vibe, new D2C festival

Everything is new this summer in Berlin! The same location for all events, the direct vicinity of PREMIUM and SEEK, the new festival The Ground, the brands, the mix of visitors, the architecture, the summer garden, the atmosphere - the possibilities!

From 7 - 9 July, the who's who of the fashion industry and the entire fashion ecosystem will finally meet again in person at the events of the Premium Group at Messe Berlin! For business and exchange, for new experiences and impulses, for new brands and above all for one thing: for a new togetherness!

As usual, the trade shows PREMIUM and SEEK as well as the conference format FASHIONTECH are reserved for business professionals - who can find inspiration on site entirely. With the new D2C festival 'The Ground – Celebration of Style & Culture', young consumers and fashion enthusiasts from GenZ and GenY as well as the international community living in Berlin are invited to the exhibition grounds for the first time.

"All our events take place in one place and are finally becoming the central meeting point for the entire industry. This is what everyone has been waiting for! Everyone wants to see that," says Anita Tillmann, Managing Partner. *"Trade fairs have to be concentrated. Of course,*

each format is evolving on its own and there are many innovations. More importantly, we have created a holistic fashion ecosystem that is future-proof. The world has turned completely around more than three times in the two and a half years of the pandemic. Now we can finally get started again! We are looking forward to a few wonderful and exciting days in Berlin!"

More than fashion: 360-degree inspiration at The Ground Festival

At The Ground, industry professionals meet young enthusiasts to inspire each other and discover new worlds. The Ground presents a completely new mix of topics, brands and partners around beauty, music, sport, play, soul and talks. Fashion is the connecting element of The Ground and runs through all areas. Creative and interactive brand presentations meet pre-loved and vintage store pop-ups, inspiring panel talks, sports and mental health workshops and live performances. The Ground is a playground and home for young progressive game changers - and a promise of great fun.

Tickets are available via [The Ground website](#) for €10 per day.

In the name of peace and unity: The Ground Festival opened by #FashionUnites Parade

On 7 July, the first The Ground Festival will open with a colourful parade through the capital. Together with the PLATTE.Berlin community, The Ground is organising a parade under the motto #FashionUnites starting at noon from the Victory Column through the west to the festival location of the Berlin exhibition centre. Accompanied by a Berlin DJ, everyone is invited to take part in the parade and can register [here](#) and thus also receive free access to The Ground on the first day of the festival.

High-profile charity campaign: The Ground launches 'MUST-HAVE PEACE Merch Collection'

Due to the ongoing war situation in Ukraine, the makers behind The Ground have launched a charity campaign: the MUST-HAVE PEACE Merch Collection. In this exclusive collaboration, power players and brands such as Closed, Drykorn, Eastpak, Lala Berlin, Lee and others design one piece of merch each (denim jackets, shirts, shorts, bags) that can be bought during The Ground Festival. The prices are between 25 and 200 euros, 100% of which proceeds are donated to the [Be An Angel](#) foundation.

New hub for sustainability: the SEEK Conscious Club

SEEK has always been a magnet for brands and people who have a common vision, tackle things and get them on the road. With the new SEEK Conscious Club, there will be a separate exhibition area focusing on sustainability - more than 80 sustainable brands are joining the club already, including pioneers and role models loyal to SEEK such as Veja, Ecoalf or Kings of Indigo. A comprehensive stage program on the subject will also illuminate all facets.

New brand worlds at PREMIUM

This July, PREMIUM will be divided into three sections for the first time: High, Icon and Volume. High is the new home for brands that operate in the market above the premium segment. These include Lala Berlin, Nove, Helene Galwas and Jane Kønig. Icon covers the

classic premium segment from Strellson and Seidensticker to Mos Mosh and Denham to Young Poets Society and Fabienne Chapot, and Volume is the new area for commercially successful brands that approach premium from the middle of the market. Here you will find brands like Gerry Weber, Mexx, Pierre Cardin or Miracle of Denim.

Big names in the Content Stage program on all three days

The stage program will reflect all relevant topics of the fashion ecosystem as part of the new Premium Group cosmos.

It starts on the first day of the fair, Thursday 7 July, with the popular FASHIONTECH conference.

"We will talk about how the use of technology and AI design will influence value creation processes to create new sales opportunities, to avoid overproduction and to minimise the risk of goods," reveals Jörg Arntz, Managing Director. *"These include OMR, JOOR, P4Markets and McKinsey. We are supported in the curation by Anna Franziska Michel from YOONA Technology. In addition, on the day after FASHIONTECH, our customers have the opportunity to offer smaller-scale deep dives in the form of masterclasses to deepen the topics discussed on stage."*

On 8 July, the SEEK Conscious Club will host an extensive stage program on the subject of sustainability in all its facets for the first time, curated by Studio MM04, Magdalena Schaffrin and Max Gilgenmann, who among other things organise the Berlin Fashion Summit. Well-known brands and speakers will talk about sustainable production methods, climate neutrality, CO2 compensation, future visions and active participation in shaping legislation and requirements.

On Saturday, 9 July, the stage will become the entertainment spotlight for The Ground visitors. Exciting talks from brands such as Cupra, Journee, TikTok or Vice are aimed directly at end consumers.

Further information on participating brands can be found on our websites.

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