

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

**PREMIUM GROUP & JOOR CONTINUE PARTNERSHIP WITH FIRST FULLY
HYBRID TRADE SHOW FOR SS23 IN BERLIN**

Berlin, June 9th, 2022

Premium Group, Europe's foremost provider of B2B fashion trade shows, and JOOR, the world's leading digital wholesale platform and data exchange, have renewed their partnership to power the SS23 PREMIUM and SEEK trade shows through JOOR's digital platform, underpinning their belief in the power of a hybrid approach to wholesale.

From the 7th to the 9th of July, buyers visiting the shows in Berlin will be able to learn more about and shop from exhibitors in a new hybrid way. Buyers can discover the full PREMIUM and SEEK portfolio of brands both in-person and online 24/7 by visiting JOOR Passport, JOOR's digital trade show destination.

Premium Group unites its various show locations to one cosmos for SS23 at Messe Berlin, in the west of the capital. The PREMIUM and SEEK shows will be joined by two further components—The Ground is a D2C creative platform for brands and consumers to meet, connect, and collaborate through one-of-a-kind experiences, engaging content, and innovative products, while FASHIONTECH, features masterclasses and panel discussions from the fashion industry's most brilliant minds. A calendar of content includes deep dives into strong, successful, and sustainable strategies. As part of the content offer, JOOR will facilitate a masterclass on 'Digital Wholesale' and a future-looking roundtable discussion with four leading fashion brands on the FASHIONTECH stage.

Throughout the duration of the show, in-person buyers and visitors will have the ability to shop via the Premium Group mobile app. By simply scanning a brand's corresponding QR code, visitors will link to the brand's custom profile on JOOR Passport and be able to shop collections directly on the platform. JOOR Passport will also extend the duration of the shows by up to three months, allowing brands to continue wholesale selling digitally outside the window of the physical show.

JOOR and Premium Group's flexible hybrid format allows visitors and brands a seamless digital and physical introduction to each other and their collections, the opportunity to connect in an efficient, effective, and longer term way, and the convenience to shop the show 24 hours a day from anywhere in the world.

Brands participating include Drykorn, Closed, Bertoni of Denmark, Veja, Ecoalf, Wrangler and Absolut Cashmere.

Pioneering partners, the first digital trade show in the world launched in July 2020 when the PREMIUM and SEEK trade shows debuted on JOOR Passport.

"As our premier digital trade show partner, we are extremely excited to continue our partnership with Premium Group. We share many common values, including striving to make the fashion industry more sustainable and transparent.

The much-anticipated return of Premium Group's in-person trade shows will be a showcase for JOOR's advanced hybrid technology allowing brands and retailers to connect on- and off-line before, during and after the SS23 PREMIUM and SEEK shows." **Chris Akrimi, Chief Revenue Officer, JOOR.**

"We are very much looking forward to the launch of our first hybrid trade show experience this summer. For the first time ever, we will enable a smooth transition between the benefits of our physical shows

and digital order processes. Partnering with the leading wholesale management platform, JOOR delivers excellent execution to boost and extend the business making of both brands and retailers.” **says Jörg Arntz, Managing Director, Premium Group.**

PREMIUM and SEEK shows: July 7 - 9, 2022, Messe Berlin

The JOOR Passport digital shows: June 28 - Aug 19, 2022 on [JOOR Passport](#)

About Premium Group

Premium Group is the most important trade fair organizer in the fashion industry and the biggest player for advanced contemporary fashion in Europe. Premium Group’s powerful event portfolio includes the international fashion trade shows PREMIUM and SEEK as well as the FASHIONTECH conference and masterclasses on innovation topics and the new D2C fashion festival The Ground. By constantly questioning and developing its concepts and keeping a year-round exchange with the industry’s decision-makers, Anita Tillmann, Jörg Arntz and their team manage to identify, cover and even push market needs. They want to create, support and strengthen a positive fashion community that faces the challenges of today’s and tomorrow’s economy together.

About JOOR

JOOR is the world’s leading wholesale management platform, with over \$1.7Bn in wholesale transactions processed every month. More than 13,400 brands and over 385,000 curated fashion retailers across 150 countries connect on the platform every day. With a commitment to fueling the advancement and growth of both brands and retailers, JOOR provides a digital ecosystem that combines dynamic virtual showrooms with collaborative tools including JOOR Passport, which centralizes the trade show experience across multiple global fashion events. JOOR is the exclusive platform for leading luxury conglomerates including LVMH, Kering, and Richemont, as well as brands such as Balenciaga, Valentino, and Saint Laurent. JOOR has exclusive partnerships with 30+ leading global retailers using the JOOR Retail Partner platform including: Harrods, Neiman Marcus, Harvey Nichols, Printemps, Bergdorf Goodman, Shopbop, 24S.com, Revolve, FWRD, Liberty London, and Dover Street Market. JOOR is headquartered in New York City and has offices in Los Angeles, Philadelphia, Paris, London, Milan, Madrid, Berlin, Melbourne, Tokyo, and Shanghai. For more information, visit: [JOOR.com](#)

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