

PREMIUM

PREMIUM INTERNATIONAL FASHION TRADE SHOW FALL/WINTER 2012/13 MORE EXCLUSIVE THAN EVER

Due to the continuous worldwide research and years of fashion expertise of the PREMIUM team, every season PREMIUM International Fashion Trade Show puts together the most sought-after collections and most innovative products of the premium segment and picks up new pioneering trend.

In this F/W 2012/13 Season, PREMIUM will present an even more exclusive brand mix with more than 1,400 collections at STATION-Berlin with its 23,000 sq.meters of space. 25% of the carefully curated collections will be newly integrated into the PREMIUM portfolio. Thus, worldwide, PREMIUM is the only trade show that combines fashion and lifestyle from the high-end segment in this size and quality. But this is not all. Every season, PREMIUM manages successfully forge a bridge from creative newcomers to established brands.

Anita Tillmann: *"This season we will become even more exclusive. The goal is to inspire buyers and to deliver creative input for their order business. Because in the meantime the PREMIUM brand portfolio became one of the most important tools of orientation for the national as well as international trade."*

PREMIUM's philosophy 'What's in is what's on' approves itself since the founding of the PREMIUM in January 2003. Since 19 seasons, all segments are presented under the roof of PREMIUM. When PREMIUM was launched, it was a revolutionary concept, which is by now established, delivering the perfect conditions for ordering to the buyers.

The PREMIUM concept lives from the mix of high-end collections. Each season, the brand portfolio is curated anew to meet the high expectations of the market. From season to season the brand portfolio is adjusted to the always-evolving consumer behaviour and changing conditions of the market. This enables the buyer to transport this brand concept into their shops. PREMIUM not only serves as a trade show but as a vehicle to deliver a retail concept to the market.

Norbert Tillmann, CEO of PREMIUM: *"For us, the needs and wants of the market come first. During all our PREMIUM events, we offer the ideal work atmosphere, in order to ease the processes of ordering for buyers - through a common sense concept, a clear brand strategy and distinct structures."*

After enlarging the floor space of hall 7 and 5, as well as renting out the PREMIUM Atelier and the PREMIUM Showrooms, it was now time to rebuild and face the building's front completely with glass. Now, the daylight flooded hall will provide excellent conditions for the exhibitor's presentations.

Norbert Tillmann: *"We are constantly working on the aesthetics of the STATION_Berlin's space. In the meantime, the STATION-Berlin became one of the most beautiful location for*

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events, congresses and trade shows in the centre of Berlin and is rented out, beyond the PREMIUM, throughout the year."

PREMIUM SEGMENTS

Hall 1 - Best of Contemporary Fashion **Hall 3** - The World of Denim & Progressive Sportswear **Hall 4** - Accessories Gallore **Hall 5** - High-End, Classic & Progressive Menswear **Hall 7** - Sophisticated Mens & Womenswear **Showrooms** - Your own showroom within PREMIUM (Tokyo Goes Berlin, Liebeskind, Guess by Marciano) **PREMIUM Atelier** - Carefully selected luxury & designer brands (Armani Jeans) **Outside Area** - Special Events & Exhibitor Presentation

Brand highlights of PREMIUM Fall/Winter 2012/13 are among others (c) Studio, 5 Preview, 5+1_Annapurna, 81 Hours, A Question Of, ADD, Adidas, SLVR, Aglini, Aigner, Alex Monroe, All41 Collections, Allegri, Altea, Anniel, Appartamento 50, Armani Jeans, Avelon, Barbour, Baum und Pferdgarten, Becksöndergaard Copenhagen, Bex Rox, Bleulab, Blue Blood, Borsalino, Botkier, Brogden, Bruuns Bazaar, By Malene Birger, Camper together, Cat's Tsumori, Chisato, Coast + Weber + Ahaus, Coatpeople, Coccinelle, Collection PRIVÉE?, Colmar, Crossley, Current/Elliott, Daniele Alessandrini, Defiles from Paris, Des Artistes, Diadore Heritage, Dieter Kuckelkorn Schuhhandwerk, Dondup, Douuod, Duffy, Duvetica, Elliot Mann, Escada Sport, Falke, Fratelli Rossetti, Fred de la Bretonière, Hannes Roether, Harris Wharf, Hemisphere, Hoss Intropia, House of the Gods, HTC - Hollywood Trading Company, Humanoid, Hunter, Inverni, Iris von Arnim, IRO, Issever Bahri, Jeckerson, Jeffrey Campbell, JN Llovet, Julie Park, Just Cavalli, Kapraun, Karlotta Wilde, KevandBelle, Kiton, L'autre Chose, Lacoste, Lauren Moshi, Le Rock, Liebig Berlin, Lottusse, Love Moschino, Luigi Bianchi Mantova, Mabrun, MAD et LEN, Marjana von Berlepsch, Messagerie, Michalsky, MOMA, Mongrels in common, Mother, Mühlbauer, New England, Noir, Notify, Numero 10, Orla Kiely, Pamela Henson, Pantanetti, Peter Kaiser by Kaviar Gauche, Philippe Audibert, Pierrelouis Mascia, Pomandère, PRPS, Rena by Rena Lange, Roberto Collina, Robin's Jean, Roeckl, S. en Soie, San Francisco '976 Re-Edition, Scabal, Schacky and Jones, Shoto, Sleep is commercial, Superfine, Swiss Chriss, Szen, Tateossian London, Twenty8Twelve by S.Miller, U-NI-TY, Ultra Chic, Utzon, Vanessa Baroni, Velvet, Ventcouvert, Victoria Beckham Denim, Xacus, Yosi Samra, Zussa, etc.

After its trade show premiere at PREMIUM last summer, already for the second time, the jeans line of Armani will present itself at the PREMIUM Atelier, right at the entrance of STATION-Berlin. Armani Jeans complements the denim portfolio of PREMIUM, which consists of brands such as 1921, Avelon, Baldessarini, Bleulab, Blue Blood, Cimarron, Crossley, Current/Elliott, Dondup, Haikure, Jimmy Taverniti, Jean-Louis Scherrer, Joe's Jeans, Johnny Love, Kuro, Le Rock, M2F, Mother, Notify, PRPS, Reiko, Robin's Jean, Rock Revival, Seal Kay, Sessun, Silver Jeans, Superfine, Victoria Beckham Denim, etc.

From January 18-20, 2012 PREMIUM MEN presents the best menswear styles and looks on the first floor of the STATION-Berlin. Following PREMIUM's brand concept, the selected brands are curated on a new base every season, in order to present an interesting and

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relevant mix to the trade, every time. Menswear buyers are exclusively invited by PREMIUM's professional buyers management.

Highlights of the menswear brand are amongst many others Andy Richardson, Harris Wharf, +1_Annapurna, All41 Collections, Altea, Crossley, Dieter Kuckelkorn Schuhhandwerk, Falke, Felisi, Kapraun, Kiton, Luigi Bianchi, Mantova, Messagerie, New England, Oscar Jacobson, Piombo, Roberto Collina, Scabal, Tateossian London, U-NI-TY, Xacus, etc

⊕ The complete list of brands is available at: <http://premiumexhibitions.com/brands/>

F95 The Fashion Store at STATION Berlin

After 5 years in Berlin-Friedrichshain, the F95 The Fashion Store moved onto the grounds of STATION-Berlin last October and occupies the space where SEEK (which, due to the increased demand will be moving to larger premises in the neighbourhood of PREMIUM) was to be found until last season. F95 The Fashion Store at STATION-Berlin will be open throughout the whole time of PREMIUM. PREMIUM "for public" inside the F95 The Fashion Store at STATION-Berlin will give end-consumer the chance to be "up close", even though the PREMIUM - as usual - will just be accessible to the professional audience. A most diversified event schedule will present a number of brand highlights between January 17-21. Through this, the exhibitors will get the opportunity to stage themselves appropriately and PREMIUM visitors will have the chance to wind down after the trade show day with exclusive adventurous shopping in an relaxing atmosphere.

MCM BACKPACK GALLERY X F95 THE FASHION STORE AT STATION-BERLIN

As a special highlight, the F95 The Fashion Store at STATION-Berlin will present the Backpack Lounge & Gallery in cooperation with MCM. The artistically designed MCM backpacks, inspired by the creative bohemia of 1976, the year of MCM's founding, will be exclusively presented inside the F95 The Fashion Store at STATION-Berlin from 2012, January 17 - 22, 2012.

YOUNG TALENTS

Both founders of PREMIUM, Anita Tillmann and Norbert Tillmann, have always been passionate about supporting young talents. Already since 2005, Anita Tillmann and Norbert Tillmann are involved in encouraging young talents and helping them with their start into the fashion business. Next to their own newcomer awards, PREMIUM YOUNG DESIGNERS AWARD and PREMIUM WINDOW DRESSER AWARD, Anita Tillmann und Norbert Tillmann are also actively supporting further young talent programs such as the 'Start your Fashion Business Award' and the 'Triumph Inspiration Award' (which was presented for the first time last year), where they have been members of the jury, or the Designer for Tomorrow Award (DfT). As part of the 'DfT Award', the winners get the chance to exhibit at PREMIUM. Coached by Marc Jacobs, the recent winner of the DfT Award, Alexandra Kiesel, will show her new collection at PREMIUM (hall 1).

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PREMIUM YOUNG DESIGNERS AWARD feat. by MCM

Twice a year, PREMIUM announces three young talents through the PREMIUM YOUNG DESIGNERS AWARD in the categories of menswear, womenswear and accessories. The sought-after award represents the "kick-off" for the Mercedes-Benz Fashion Week Berlin and is given to the winners at F95 The Fashion Store at STATION-Berlin. As part of the prize, winners will receive exhibit space at PREMIUM, be incorporated into PREMIUM's overall communications and will be included into the portfolio of F95 The Fashion Store at STATION-Berlin.

This season MCM supports the PREMIUM YOUNG DESIGNERS AWARD F/W 2012/13. All three designers will each be given two MCM Cognac Visetis Backpack on which they can express their own style and inspiration. These unique pieces will than be included in the already existing MCM Backback line which will be presented on the MCM Booth at PREMIUM in July 2012.

Anita Tillmann: „We are proud, that the 'PREMIUM YOUNG DESIGNER' award became an important seal of quality and a real chance for promising new talents.“, says Anita Tillmann, founder and head of PREMIUM Exhibitions to her commitment to supporting young talents.“

The awarding of the PREMIUM YOUNG DESIGNERS AWARD F/W 2012/13 feat. by MCM will take place on January 17, 2012 at 5pm at F95 The Fashion Store at STATION-Berlin and will, for the first time, invite, aside members of the press and industry, also end-consumers.

SHOWCASE PREMIUM YOUNG TALENTS

Another highlight during Mercedes-Benz Fashion Week is the PREMIUM YOUNG TALENTS SHOWCASE. Selected pieces of the winning collections of the PREMIUM YOUNG DESIGNERS AWARD S/S 2012 (Karlotta Wilde, Marc Stone, Vonschwanenflügelpupke) will be presented to the public. The collections will be staged by this year's winner of the PREMIUM WINDOW DRESSER AWARD, French artist Ewen Gur. The Showcase can be admired in the windows of Galeries Lafayette, facing Französische Strasse from January 9-22, 2012. On January 11, 2012 the windows of the PREMIUM YOUNG TALENTS SHOWCASE were officially revealed.

TOKYO GOES BERLIN

For the second time now, PREMIUM is presenting a selection of Japanese designers at PREMIUM. The TOKYO GOES BERLIN project was inaugurated by PREMIUM last summer to support designers affected by the catastrophe in Japan. In its supporting role, PREMIUM acted as a sponsoring partner and made an entire floor available to present the collections of the young designers. This season, the designers will be showcased in a gallery style exhibition in on of the PREMIUM showrooms directly at the entrance to PREMIUM. Come and see: DETAJ, SIMPLICITY, MABUYA MABUYA, DUMMYHEAD DEPAYSEMEN, FUNDAMENTAL GROUP, DMC, MAKIKO YOSHIDA, NENDO, 1913 CASHMERE BY YUJIA.

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