

August 19, 2011

### PREMIUM ORDER MUNICH – TRIUMPHANT SEASON FINALE!

With nearly 600 collections in four halls and its exhibition area expanded to 10,000 sq. meters, PREMIUM ORDER MUNICH is the biggest order event for Southern Germany, Austria and Switzerland. Among the many visitors who came to the order event at the Zenith Grounds in Munich Freimann were, as always, the most important buyers, including those representing Apropos, Eickhoff, Maendler, Fischer, Fidelio, etc.

The exhibitor portfolio was more extensive than ever. Nearly 600 exclusive women's and men's, denim, shoe and accessories collections were presented. Exhibitors included PREMIUM brands that had already been seen in Berlin and/or Düsseldorf, as well as new collections that hadn't been finished until PREMIUM ORDER MUNICH.

The positive results of PREMIUM ORDER MUNICH validate once again the concept of consecutive PREMIUM events. Norbert Tillmann: "Retailers visit PREMIUM Berlin to view and schedule. After that, they conclude the order round at PREMIUM ORDER DUESSELDORF and PREMIUM ORDER MUNICH."

To provide complete information on the order locations Duesseldorf and Munich, PREMIUM has published the PREMIUM ORDER MAGAZINE. The first issue was distributed at selected showrooms and stores, as well as at the PREMIUM events with a circulation of 40,000 copies. The magazine is also available online as a [download](#).

"PREMIUM ORDER MUNICH was a resounding success. More exhibitors, more visitors and a fantastic "Season's Happy Ending Party". Outside under the stars, with a full moon and warm temperatures, the champagne flowed until the early morning hours. We'd like to thank DJ Cambis for the hot tracks and our partner Liebeskind for a sensational party," Anita Tillmann sums up.

HR photos of PREMIUM ORDER MUNICH you may find at: [www.premiumexhibitions.com/press](http://www.premiumexhibitions.com/press).

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