

Berlin, July 28, 2011

PREMIUM ORDER DUESSELDORF IN THE OLD PAPER FACTORY - A ROUSING SUCCESS!



At its new location in the Old Paper Factory (Alte Papierfabrik), PREMIUM ORDER DUESSELDORF presented nearly 350 PREMIUM collections on an area of 3,000 sq. meters and, once again, closed with positive results. Both exhibitors and visitors were taken by the impressive architecture of the hall. The clean design of the stands served to highlight the exclusive collections.

"PREMIUM ORDER DUESSELDORF is an order platform where the collections are put in the limelight. In doing so, we provide an ideal work environment that facilitates ordering for the trade", says Norbert Tillmann, Owner and Managing Director of PREMIUM Exhibitions GmbH.

Since its launch in 2005, PREMIUM ORDER DÜSSELDORF has seen a continuous increase in exhibitors and visitors and, in the meantime, it's become a fixed date in the calendar of each and every retailer.

"It's wonderful that the new location has received such positive response from exhibitors and visitors. The Old Paper Factory (Alte Papierfabrik) offers the ideal conditions for presenting our brands", notes Anita Tillmann, Owner and Managing Director of PREMIUM Exhibitions GmbH.

The success of all PREMIUM events relies on the careful selection of the collections. The brand portfolio of exclusive women's and men's collections, denims, shoes, and accessories is curated anew each season, true to the PREMIUM umbrella brand concept.

"We define which collections are 'PREMIUM'. Once again, we've proven that the exhaustive, ongoing research carried out by the PREMIUM fashion team and the consistent curating of the collections is absolutely essential and something that is also appreciated by the industry", says Anita Tillmann. "This way, we can present the best designers, brands and newest trend collections each and every season. We never keep still!"

On Saturday, July 23rd, as a special highlight of PREMIUM ORDER DUESSELDORF, the official launch of the new book "GERMAN FASHION DESIGN 1946 - 2012", published by Distanzverlag, took place. The numerous guests, including Michael Michalsky (Michalsky Holding GmbH), Marco Stein (German Country Manager, 7 For All Mankind) and Jürgen Müller (Editor-in-Chief, Textilwirtschaft) got a first look at the book and the opportunity to speak with publisher and editor Nadine Barth about her latest work.

Following PREMIUM ORDER DUESSELDORF comes PREMIUM ORDER MUNICH from August 13-16, 2011. Here, on the expanded site of the Zenith Gelände, almost 500 exclusive collections will be presented on an area of nearly 10,000 sq. meters.

Anita Tillmann and Norbert Tillmann: *"The order round is not yet finished. At PREMIUM ORDER MUNICH, we're presenting again an outstanding mix of exclusive collections. On Saturday, August 13th, together with Liebeskind, we're putting on a party to close the season to which we warmly welcome friends and partners."*

PREMIUM ORDER MUNICH | MORE SPACE |

August 13 - 16, 2011

ZENITH GELÄNDE
Lilienthalallee 29
80939 Munich

PREMIUM & Friends Party | sponsored by LIEBESKIND |

August 13, 2011 | 7 pm

ZENITH GELÄNDE
Lilienthalallee 29 80939 München
(by invitation only)

PREMIUM INTERNATIONAL FASHION TRADE SHOW

January, 18 - 20, 2012

STATION-Berlin
Luckenwalder Str. 4 - 6
10963 Berlin

More images of PREMIUM ORDER DUESSELDORF may be found at: www.premiumexhibitions.com/press

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