

PREMIUM

Berlin, January 24, 2012

PREMIUM INTERNATIONAL FASHION TRADE SHOW OFF TO A RECORD SEASON!

After a phenomenal run on all three days of the trade show, the PREMIUM International Fashion Trade Show can report an absolute record. The quality of the visitors, according to exhibitors, was outstanding and even surpassed the already high expectations of the industry.

Norbert Tillmann: *"As a matter of fact, we've even surpassed the results of last season. The attendance figures were tremendous and all of the important national and international retailers were here. The exhibitors were very satisfied in every respect. The first orders were placed as early as 10 o'clock Wednesday morning, and ordering continued throughout until Friday afternoon."*

Visitor profile:

Germany, Austria, Switzerland: 38% | Southern Europe 28% | Benelux & France 20% | Scandinavia 5% | Overseas 4% | Eastern Europe 3% | UK & Ireland 2%

This season, PREMIUM proved once again that the concept of curating collections anew each season and presenting them in a unique mix is not just a pioneering idea, but indeed the right one. With 25% new brands, each season PREMIUM offers a fresh, up-to-date and relevant international brand portfolio.

Anita Tillmann: *"This season, we achieved an even higher level. At the PREMIUM, high fashion is presented and sales are generated at the same time. This is what convinces both exhibitors and retailers and, in today's economic situation, it's the only right way. Our aim is to represent the international market and likewise set new impulses and trends, while at the same time offering the trade an inspiring and emotionally stimulating work environment. The S/S Season 2013 will be even more exclusive with regard to the choice of collections and brand mix."*

On the grounds of the STATION-Berlin from January 18 - 20, 2012, the PREMIUM International Fashion Trade Show presented over 800 brands and more than 1,400 collections from the segments womenswear, menswear, denim, sportswear, shoes and accessories.

"We define which collections are 'PREMIUM'. And it's been confirmed once more that the intensive and continuous research by the PREMIUM fashion team and the consistent curating of the collections is absolutely essential and appreciated by the industry too. The mix of collections under the PREMIUM roof is unique," says Anita Tillmann.

The expansion of Hall 7 with new skylights and the new glass front of Hall 3 flooded the collections in daylight and gave the STATION-Berlin a pleasant, bright atmosphere, which

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was admired and greatly appreciated by all.

Many prominent celebrities came by to visit. True to a long-standing tradition, the governing mayor of Berlin, Klaus Wowereit visited the PREMIUM during an extended tour of the trade show. The new Senator for Economic Affairs, Sybille von Obernitz and Chairwoman of the Alliance '90/The Greens Renate Künast likewise came to visit to inform themselves more thoroughly and applaud the development. Vocalist Joy Denalane entertained visitors on Wednesday afternoon with an exclusive concert set at the Liebeskind stand while talk show host Thomas Gottschalk came by on Thursday for a glass of champagne and a tune from pianist Herb Marshall at the Luis Trenker stand. German girl group Queensberry came to take a look at the newest trends in the high fashion segment and spent a large part of the day on a styling tour at PREMIUM.

As a kick-off to Mercedes-Benz Fashion Week Berlin, the winners of the PREMIUM YOUNG DESIGNERS AWARD F/W 2012/13 were honored in the categories womenswear, menswear and accessories for the fifteenth time. This season's winners were presented to the public in an official ceremony at F95 The Fashion Store at STATION-Berlin. The winners of the PREMIUM YOUNG DESIGNERS AWARD F/W 2012/13 are:

CATEGORY WOMENSWEAR

BLAME, Sarah Büren & Sonja Hodzode, Deutschland, www.blame-fashion.com

CATEGORY MENSWEAR

LAMPERIA, Lukasz Stachowicz, Polen, www.suitcaseofideas.com

CATEGORY ACCESSORIES

RITA IN PALMA, Ann-Kathrin Carstensen & Ana Nuria Schmidt, Deutschland, www.rita-in-palma.com

As part of the award, the winners each receive a stand at the PREMIUM, integration in the general communications of PREMIUM and the inclusion of their collections in the sales mix of F95 The Fashion Store at STATION-Berlin. On top of this, the winners will have the unique chance to each design two MCM backpacks for the MCM Backpack Series. Michael Michalsky presented the backpacks to the three PREMIUM young designers during the award ceremony. After having been made over in the style of the young designers, the backpacks will then be integrated into the already existing MCM Backpack Series and presented at PREMIUM next season.

The current gallery of the MCM Backpacks designed by Asian artists that's underway now may be admired at F95 The Fashion Store at STATION-Berlin.

The PREMIUM Store F95, which has been at home on the grounds of the STATION-Berlin since October last year, represents the PREMIUM portfolio and has met with consistently positive feedback, especially from retailers who are enthusiastic about the unconventional brand mix and the store concept.

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Lorenzo Hadar, H. Lorenzo, L.A.: *"I like the particular Berlin style of F95, to mix newcomers with designers and special items. That's how I do it in L.A."*

Following a successful international kick-off, the PREMIUM order business continues at its locations in Duesseldorf and Munich and invites national retailers to the PREMIUM ORDER DUESSELDORF from February 4 - 7, 2012 and buyers from Germany, Austria and Switzerland to the PREMIUM ORDER MUNICH from February 18 - 21, 2012.

Norbert Tillmann: *"The international business that started in Berlin will now be continued at the national level in Duesseldorf at the Colorium House and wrapped up afterward in Munich at the Zenith Grounds."*

With an eye toward the upcoming summer season, Anita Tillmann comments: *"The goal for next season is to optimize high fashion and business down to the last detail. Our international network, the industry, and also the media are already expecting from PREMIUM the themes, creative impulses and pioneering trends that we'll be presenting in their entirety at the next PREMIUM S/S 2013 from July 4 - 6, 2012."*

We thank you for your trust and your support. We are looking forward to welcoming you at PREMIUM next season!

SAVE THE DATE:

PREMIUM INTERNATIONAL FASHION TRADE SHOW BERLIN
July 4 - 6, 2012

PREMIUM ORDER DUESSELDORF
July 21 - 24, 2012

PREMIUM ORDER MUNICH
August 4 - 7, 2012