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PANORAMA BERLIN

PREMIERE 15 – 17 January 2013



THE NEW MARKETPLACE IN EUROPE

INTERNATIONAL FASHION FAIR

www.panorama-berlin.com

Ladies and Gentlemen,

The premiere of Panorama Berlin has exceeded all of our expectations! Visitor interest and numbers were extraordinary on all three days. Feedback from retailers regarding the Panorama Berlin concept: the brand portfolio, presentation of the labels, and the product mix were evaluated positively throughout, the wide-ranging services roundly praised.

We'll be intensively using the coming months up until Panorama Berlin Spring/Summer 2014 to communicate with our exhibitors and to optimize and successfully develop the concept further. We'd like to express our gratitude to all who have trusted our vision of a new, inspiring and market relevant fashion platform and who, together with us, have made it possible. A warm thank you to all of our exhibitors, our guests - buyers, representatives of the media and politics - and our many service providers without whose support this project could never have been realized. We think that the premiere of Panorama Berlin has surprised and inspired you just as positively and we look forward to welcoming you here again in July 2013.

Jörg Wichmann and the Panorama Berlin Team.



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