

**PANORAMA
BERLIN**

PREMIERE 15 – 17 January 2013



THE NEW MARKETPLACE IN EUROPE
INTERNATIONAL FASHION FAIR

www.panorama-berlin.com

PANORAMA BERLIN PREMIERE
15TH - 17TH JANUARY 2013

Dear Ladies and Gentlemen,

As planned, the premiere of Panorama Berlin will be from 15th - 17th January 2013 - at the same time as the Berlin Fashion Week and all other fashion fairs.

Ever since the completion and the handover of the keys in May 2012, the ExpoCenter Airport functional hall has been ready and waiting. Specially constructed for Panorama Berlin, it is one of Europe's most modern trade fair halls and is currently in use by the ILA, the Berlin Air Show.

The new and eagerly awaited platform for market-relevant, high-sales brands closes the existing gap between designer labels, the young avant-garde, sports and streetwear brands with a high-profile portfolio of trend collections with gravitas - from entry-level price categories to the high-end price segment.

The demand for national and international exhibitors remains high and we are happy to present - apart from the already registered brands for July 2012 - many new brands, like American Retro, Fred Sabatier, Olymp, River Woods, Vanzetti, Yaya and many more.

A great level of interest on the buyer side and the demand for information earlier in the year on the coming season's styles and trends all in one space are an endorsement of the concept behind Panorama Berlin.

Right by Schönefeld Airport (SFX), boasting an excellent transfer and shuttle infrastructure, the premiere of Panorama Berlin is a mandatory date and the first stop for every visitor to the Berlin Fashion Week. A wide range of travel and hotel partnerships and many other services complement the range of offers and guarantee an informative, inspiring and efficient visit to the trade fair.

Should you have any questions on Panorama Berlin we would be glad to assist you at any time.

We look forward to welcoming you at our premiere in January 2013.

Your Panorama Berlin Team

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