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Panorama Berlin Autumn/Winter 2020
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PANORAMA BERLIN RETHINKS CONCEPT

The organisers of tradeshow PANORAMA Berlin are thinking beyond classic seasons. With their fashion pop-up, they are presenting a cross-seasonal concept with the mission of reinforcing the connection between retailers, manufacturers and consumers.

The first step will be made in January when PANORAMA Berlin presents its “Brand Avenue” on the airfield of Berlin’s Tempelhof Airport. On an area of around 10,000 m², brands will be impressively showcased in modular brand pavilions. The size of the areas and the arrangement of the pavilions will be as individual as the brands themselves. Here brands have the opportunity to show their product highlights in an innovative setting – with the focus clearly on the product, brand and storytelling.

And as a second step, in summer the “Brand Avenue” will become the “Brand Village” with a curated brand and product portfolio, as well as various lifestyle themes. As a mobile fashion pop-up event taking the form of a roadshow, the concept will then, as a third step, go on tour, stopping off at different locations.





The pop-up concept will impress consumers and make them enthusiastic about fashion. Together with the retail sector, PANORAMA Berlin is planning and organising these events in the very places where consumers can be found, therefore bringing the fashion to them. The consumer of today likes convenience but is also discerning at the same time. With innovative fashion themes packaged in the consumer's lifestyle, curated sought-after brands, drops, limited editions and after-event parties, this new concept perfectly reflects changing consumer behaviour. This agile fashion pop-up concept brings together consumers, retailers and brands in an emotional way and can be used as a pop-up event space anytime and anywhere, even at several locations at the same time.

Tradeshows organisers who only think in seasons obviously haven't understood that brands and retailers are desperately in search of new ideas between January and July too. There is a huge need for concepts that focus on the consumers and their surroundings. And this is exactly where the fashion pop-up concept of PANORAMA Berlin comes in. With this new approach, PANORAMA Berlin is underlining its "think differently" approach and laying the foundations for a whole new event concept.

REBEL WITH A CAUSE

www.panorama-berlin.com

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