

SELVEDGE RUN & ZEITGEIST

14-16 January 2020

Berlin Tempelhof Airport

TRENDS ARE FOR SUCKERS!

SELVEDGE RUN & ZEITGEIST are moving to Tempelhof

Berlin, 18 September 2019

As part of the reorientation of PANORAMA Berlin, SELVEDGE RUN & ZEITGEIST – the trade show for quality garments, shoes, accessories and lifestyle products – will also be relocating to Tempelhof Airport starting from its upcoming edition.

BE VALUE-FOCUSED – Far away from fleeting trends, SELVEDGE RUN & ZEITGEIST put the spotlight on strong brands with high quality standards and sustainable production techniques. The trade show's portfolio of international exhibitors includes curated brands with character and authentic stories within highly relevant themes for the industry like denim, craft, current and outdoor. Providing the retail sector with new and exciting inspiration, typical SELVEDGE RUN exhibitors will be presenting themselves alongside 'Zeitgeist' brands, revealing their huge potential, showing how compatible they are and setting the tone for the future. For several of the international brands, SELVEDGE RUN is the only show in Europe they will be exhibiting at.

With the move to the new location of Tempelhof Airport, the trade show is venturing into the creative centre of Berlin and giving its brands a platform in the heart of the city's important Fashion Week locations that perfectly reflects their image.

In the words of Shane Brandenburg: "Our "Trends are for Suckers!" ethos should be seen as food for thought for the brands and consumers of short-lived trends who

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don't have a sense of responsibility for sustainability and fairness. At SELVEDGE RUN, it isn't about going higher and faster, but about values and mindset.

Tempelhof Airport is an awesome venue for hosting trade shows or events and I'm really looking forward to getting another fantastic event off the ground with the authentically grown SELVEDGE RUN community from all over the world.”

MOVE TO MAKE PROGRESS!

www.selvedgerun.com