

SELVEDGE RUN & ZEITGEIST



14-16 January 2020

Berlin-Tempelhof Airport

Berlin, 14 November 2019

SELVEDGE RUN & ZEITGEIST in the showrooms of Hangar 5

In January 2020, SELVEDGE RUN & ZEITGEIST is venturing into the creative centre of Berlin and, for the first time, holding its 10th edition in the exclusive showrooms of Hangar 5 at the historically significant Tempelhof Airport.

For AW 2020/21, the tradeshow is showcasing its handpicked selection of premium brands in a total of four showrooms in Hangar 5. This is the best stage on which to emphasise the independence of the SELVEDGE RUN & ZEITGEIST brands, while also showing that the event is an integrated part of PANORAMA Berlin. In addition to long-standing friends of SELVEDGE RUN & ZEITGEIST, the list of brands includes new and exclusive brands from the Japanese denim community, which will be available to order in Europe for the first time.

Awaiting the most important international buyers in a work-oriented atmosphere is a curated selection of high-quality brands with sustainability criteria from the industry-relevant categories of Denim, Craft, Current and Outdoor. As the tradeshow's official partner, Noodles Noodles & Noodles Corp. will be fitting out the individual showrooms with their traditionally made furniture.

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This year's #TRENDSAREFORSUCKERS ethos should be seen as food for thought for the brands and consumers of short-lived trends who are lacking a sense of responsibility for sustainability and fairness.

In the words of Shane Brandenburg: "SELVEDGE RUN & ZEITGEIST isn't about going higher and faster, but about values and mindset. Tempelhof Airport is one of the world's most spectacular locations and an incredibly awesome venue for hosting a tradeshow. I'm really looking forward to getting another fantastic event off the ground with the SELVEDGE RUN community from all over the globe."