



Berlin, 16 January 2020

Panorama Berlin Autumn/Winter 2020/21
14-16 January 2020, Berlin Tempelhof

HOTSPOT TEMPELHOF – PANORAMA BERLIN TAKES OFF!

With resounding success, the eagerly awaited 15th edition of Panorama Berlin ended on Thursday. Right from the start, Panorama Berlin and Selvedge Run & Zeitgeist were packed to the rafters with a constant flow of visitors, meaning that at times the hangars were full to capacity. The premiere at the iconic location of Tempelhof Airport proved to be a huge hit. Around 20,000 m² full of fashion and lifestyle, new inspiration, innovative concepts and strong messages have made Panorama Berlin and Selvedge Run & Zeitgeist the most-discussed fashion events.

The cool vibe of Tempelhof Airport rubbed off on the visitors and exhibitors and the atmospheric venue exuded vitality and positivity. Everyone was unanimous that the historical Tempelhof, as a central fashion hub, gives a real boost to Berlin as a fashion location. Over all three days, the professional visitors made their way through packed walkways on the airfield and in Hangar 5 and Hangar 6, as well as in the showrooms of Selvedge Run & Zeitgeist. Visitors appreciated the intended proximity to Neonyt in Hangar 4, which provided a lot of inspiration. Both events were able to profit from this.

There was an exciting cross-section of professional visitors in the hangars and on the airfield, from large international department stores to medium-sized specialist retailers and concept stores to a significantly high number of premium boutiques. The general mood was extremely optimistic. Retailers were specifically looking for innovations and product storytelling and expressed a huge interest in new concepts. They were inspired by the impressive presentations, further emphasising that emotionalisation of brands on the shop floor is incredibly important.

In the words of Jörg Wichmann, CEO of Panorama Berlin: **“Thanks to everyone who made this fantastic event possible in such a short time. We are ending the show feeling extremely validated and with a whole host of positive feedback and lots of fantastic ideas and suggestions for the next summer edition.**

Stay tuned!



EXHIBITOR STATEMENTS:

Miss Goodlife, Stefan Naber, owner

“For us, it was one of the best tradeshow since we’ve been exhibiting in Berlin. All our customers are totally blown away by the location. The influx of visitors we had on the first morning was amazing. A lot of the big fashion houses were here. I’m really happy with how it all went and we’re already looking forward to the next edition.”

PME Legend, Sascha Bensch, Sales Manager Just Brands

“We’re really happy. The feedback has been amazing! We have a top spot here on the airfield. With its many presentation possibilities, Tempelhof is the perfect location for the fashion platforms. We have been presenting our 10-year anniversary collection and are over the moon with the quality and number of visitors we have seen.”

Alberto, Marco Lanowy, Managing Director

“Just five minutes after you opened the doors, our stand was literally inundated with visitors. We didn’t see a bunch of men wearing suits here; instead the vibe was really cool and modern, which is what we wanted. We presented a condensed selection of the 800 products we have, which gave the market a great overview of our offer. That went down very well and the quality of the talks had nothing to do with those of the old fairs that once took place here. The visitors really embraced everything new and **the mood was incredibly positive.”**

Lindbergh, Philipp Held, Country Manager Germany, PWT Brands

“Like the customers we talked to here, we are pleasantly surprised, simply because of the vibe and the flair here alone. As soon as the doors opened, the aisles were instantly full and we had some great conversations in a short time. The right customers were here, as well as new customers and concept stores that weren’t always on our radar in the previous venue, as well as the smaller, more specialised customers. People spent a lot of time at our stand and we were still chatting to customers at 7:00 pm. The location is attracting retailers and that’s exactly what we need. After all, we also try to entertain people, appeal to them and also make them aware that that’s what they also need to do in their stores. And that’s something we can do very well in this setting.”

Fritzi aus Preußen, Björn Nadler, Head of Sales

“Tempelhof really exudes the whole Berlin vibe. Panorama Berlin has managed to convey that and create a great atmosphere with a very positive overall mood. It’s not just about doing business here; after all, fashion is also about emotions, which is very much reflected here. That is important to us as we also want to convey the emotional



side of it all. I believe in the success here at Tempelhof. In terms of the quality and frequency of visitors, both days of the fair were superb.”

Dreimaster, Karl Kreitz, Head of Sales

“I came here with high expectations but the new location is providing a lot of positive inspiration. In terms of the concept, I think it’s good that the exhibitors are selected to take part. We are all profiting from the proximity of Neonyt. It saves people from having to travel elsewhere for a different show. Here everything is under one roof and all events can benefit from one other. My biggest wish is for Premium to take place here too, and then we’d all be together.”

Soya Concept, Malene Holwerda, Country Manager Germany & Austria

“We received a lot of praise for the stand and our position at the show. People really like the building and the vibe here at Tempelhof. We saw a lot of visitors between 10:00 am and 3:00 pm. There was a really good atmosphere at our stand. But I would like there to be even more international visitors. And it seems like the visitors also decided to make their way straight to Panorama on the first day, which speaks volumes for the show. But overall there is a lot of frustration about the tradeshow situation in Berlin. It would be really productive if Premium and Panorama could agree on one location.”

Kenny S., Tatjana Türcke, Head of Design

“The show was a resounding success for us. The quality and mix of brands in the hangars was a lot better than in the halls of previous editions. Retailers feel a lot more at home here. It’s cooler and more compact.”

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For further information, please contact:

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