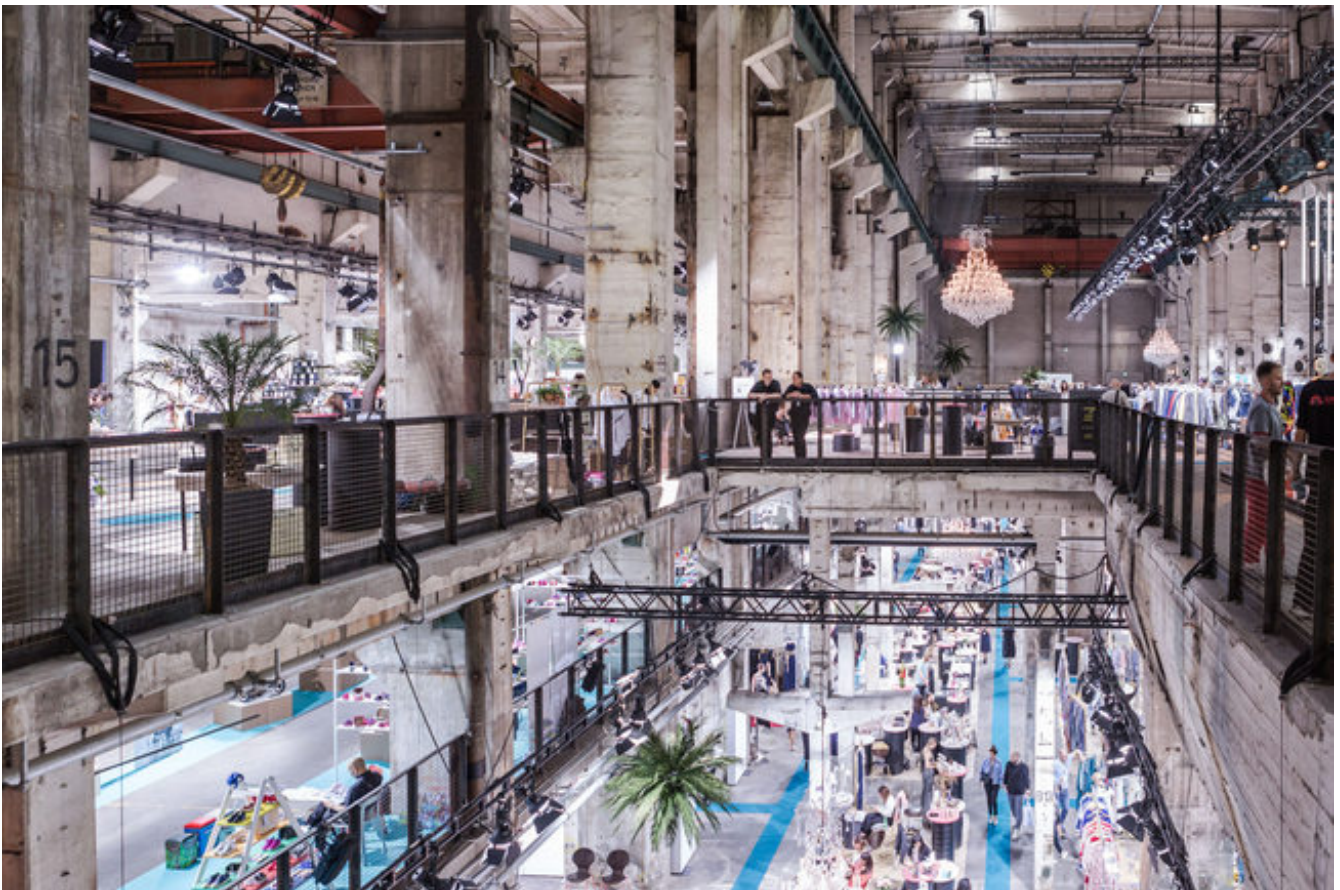


Berlin tradeshow Show&Order announces change of venue

By [Rüdiger Oberschür](#) - September 12, 2017

A series of trade fairs, fashion conferences and events taking place during Berlin Fashion Week in January have announced a venue change. Messe Frankfurt's sustainable fashion shows, Greenshowroom and the Ethical Fashion Show Berlin, will take place at Kraftwerk alongside fashion technology conference Fashiontech, while Show&Order moves to Kühlhaus.



Show&Order was held at Kraftwerk last season - PREMIUM GROUP

Show&Order's new home is located right next to Station Berlin, where its sister event Premium will take place. It will be interesting to see how this works spatially, as Kühlhaus' four floors have always been fully booked and the Fashiontech conference on the second day attracts nearly 4,000 guests, boosting footfall.

Organisers said the move aims to create an “experience-oriented retail hub.” With six floors of fashion, Kühlhaus is set to provide a department store atmosphere with inspiring concepts. The partly open galleries will be named after international fashion hubs.

Nearly 250 brands will present their new collections in the 2,200 square metre space.

Anita Tillmann, managing partner of Premium Group, said the venue change will be beneficial for the tradeshow and will further boost its reputation after improving the format with the Gianni Versace exhibition and new collaborations with fashion bloggers last season.

“The feedback from last season was very positive with regards to the concept and the production.” According to her, the venue change responds to feedback from buyers.

By Rüdiger Oberschür

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