

Berlin, August 11, 2011

PREMIUM ORDER MUNICH - AREA EXPANDED TO ALMOST 10,000 SQ. METERS

PREMIUM ORDER MUNICH is expanding the exhibition space at the Zenith Grounds. The Zenith Hall and the Kesselhaus (Boiler House), already in use last season, will be augmented by the Zenith Zelt and the Georg-Elser-Haus. On an area totaling almost 10,000 sq. meters, nearly 600 exclusive collections will be presented this season.

Following the outstanding successes of the PREMIUM in Berlin with more than 60,000 visitors and the PREMIUM ORDER DÜSSELDORF in its stunning new location, the order business goes into the final round with PREMIUM ORDER MUNICH. In keeping with the umbrella concept, PREMIUM brands that have already been viewed and ordered in Berlin and/or Duesseldorf will be augmented with new collections that were not ready for those dates.

"We define which collections are 'PREMIUM'. We know the international market, we're very well networked and because of this, we're always in a position to offer new impulses, explains Anita Tillmann. "That's how we can present the best designers, brands, and newest trend collections in an innovative and inspiring mix each and every season!"

The exhibitor portfolio at PREMIUM ORDER MUNICH is more extensive than ever, with approximately 140 new collections including 5+1_Annapurna, Abro, Aglini, Allegri, Altea, American Retro, Antonia Zander, Ash, Baum und Pferdgarten, Castaner, Chaingang, Cimarron, Crossley, Current/Elliott, Escapulario, Etiqueta Negra Polo & Sportswear, Falke, Flip*Flop, Flip*Flop Murkudis, Friendly Hunting, Gian Carlo Rossi, Girls Must Have, Habsburg, Holly Golightly, Jeffrey Campbell, Liebeskind, Lotusse, Marjana von Berlepsch, Messagerie, Mühlbauer, Mynuka, Odd Molly Gold, Officine Creative, Paco Gil, Pedro Garcia, Puma by Alexander McQueen, Puma by Hussein Chalayan, Puma by Mihara Yashuhiro, Puma by Rudolph Dassler, Schacky and Jones, Sita Murt, Springa, Superga, The Hip Tee, Tolani, Uli Schneider, Vonschwanenflügelpupke (Gewinner des PREMIUM Young Designers Award Frühjahr/Sommer 2012), Warm-Me, White Premiata, etc.

"With PREMIUM ORDER MUNICH, the order season comes to a close. On Saturday, August 13th, together with Liebeskind, we're celebrating the close of the season with a party to which we warmly welcome our friends and partners," says Norbert Tillmann.

To provide comprehensive information on the order locations Düsseldorf and Munich, PREMIUM has published the PREMIUM ORDER MAGAZINE. The first issue may be found in selected showrooms, stores, at PREMIUM ORDER MUNICH and online as a [Download](#).

PREMIUM ORDER MUNICH August 13 - 16, 2011

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