



Premium

PREMIUM GROUP

ACQUISITION AND EXPANSION

Following its recent acquisition of **Show & Order**, the **Premium Group** is now in charge of **Premium**, **Show & Order**, **Seek** and **Bright** fairs, as well as the regional sales platform **Premium Order Munich** and the **#Fashiontech** conference. The upcoming Premium trade show will focus on outdoor clothing, featuring 'Sports&Function goes Fashion' as its main topic. Bright and Seek will now be linked by two new tunnel modules, providing buyers with easier access and navigation. Seek will continue to focus on sportswear brands and the gender-neutral trend, while Bright is launching a new 'Outdoor Aesthetics' area showing labels that will bridge techwear, performance and streetwear. Show & Order will include female footwear alongside womenswear and accessory brands.

January 17 - 19, 2017

www.premiumexhibitions.com

TRANOÏ

ADDS LOCATION

The upcoming **Tranoï Paris** Men's and Women's Pre-Collections will be held in Carreau du Temple as well as Palais de la Bourse. Situated in the heart of the Marais, close to major showrooms, the new location will be dedicated to men's collections. Palais de la Bourse will host women's pre-collections and perfumes. Carreau du Temple has been a popular location with the industry, hosting runway shows by **Yves Saint Laurent**, **Kenzo** and **Givenchy**. Shuttles will operate between the venues.

January 20 - 22, 2017

www.tranoi.com

COTERIE

POP-UPS AND ACTIVEWEAR

This season, **Coterie** will build technologically advanced pop-up shops on the concourse level of the Javits Center. They will reflect in-season products, be immediately shoppable for all the show visitors, and remain open to consumers after the show closes at 6 pm. Activewear is gaining increasing importance; this will be reflected through a new look and feel to the section, which will move to a more prominent position on the show floor.

February 27 - March 1, 2017

www.ubmfashion.com/shows/coterie

CIFF

NEW BRANDS AND CATWALKS

The upcoming edition of **CIFF Raven** will see new participants: the **Tomorrow** showroom will introduce the American label brand **PLAC**, and the **Nana Suzuki Showroom** will bring a host of upcoming labels such as **Dust Magazine**, **Cottweiler**, **Xander Zhou**, **Histoires De Parfums** and **Axel Arigato**. **CIFF Lab** will welcome **Concrete Studio**. In addition, CIFF will host, for the first time, runway shows for brands that are not affiliated with the tradeshow: they will be produced by labels independently and take place in halls H of the Bella Center.

February 1 - 3, 2017

www.ciff.dk

PITTI

WIDENS BRAND PORTFOLIO

This year's 91st **Pitti Uomo** will see some famous names returning to the show. **Paul Smith** will present the A/W 17/18 collection of the recently launched **PS by Paul Smith**, and **Zegna** will premiere its new lifestyle collection **Z Zegna**. Other participants include **Tommy Hilfiger**, **Golden Goose Deluxe Brand** and **Tim Coppens**. Pitti is also collaborating with **Japan Fashion Week** and **KOCCA** to bring Japanese and Korean talents to Europe.

January 10 - 13, 2017

www.pittimagine.com

MUNICH FABRIC START

TECHNOLOGY AND DENIM

Against the backdrop of extensive expansion, the **Munich Fabric Start** trade show reaffirms its position as an interactive communications platform. Its recently created segment, Keyhouse, is an innovation and creative center for smart textiles and future fabrics. At the upcoming event, this zone will welcome 1,000 suppliers presenting in the Fabrics and Additionals sections and host seminars and panel discussions on the topic 'Fashion Goes Technology'. The Bluezone sector has been expanded by an additional hall and will see more than 100 denim and sportswear suppliers.

January 31 - February 2, 2017

www.munichfabricstart.com



Who's Next

WHO'S NEXT AND PREMIÈRE CLASSE

#GIRLSQUAD

The topic of the January 2017 edition of **Who's Next & Première Classe** is #girlsquad. Taking inspiration from the influence girls' collectives have on the media, politics, culture and fashion, the fairs propose a new, revised product offer through a selection of exclusive brands and pop-up stores, special guests, a unique scenography, expert talks and more. Girl-led creative collectives, such as **Paperlab** and **Dress Code**, and female-led fashion brands, such as Paris-based **Pantheone**, will be present. To support young urban wear, Who's Next teamed up with department store **Citadium** to create a pop-up store displaying ten young French labels. Last but not least, the vintage area will be extended further with showcases of cult sneakers, put up by sneaker collectors, and other iconic items.

January 20 - 23, 2017

www.whosnext-tradeshow.com

www.premiere-classe.com

WHITE MAN & WOMAN

SPECIAL GUESTS

Launched last year, **White Man & Woman's** collaboration with **Revolver**, Copenhagen's contemporary fashion tradeshow, will be enhanced this season. The project **WHITE INSIDE REVOLVER | REVOLVER INSIDE WHITE** will bring more **Northern European labels** such as **Libertine**, **Journal**, **S.N.S. Herning**, **Andersen-Andersen**, **Soulland**, **Norse Projects**, **Nosomnia**, **Leon Louis**, **Uniforms For The Dedicated** and **Wrenchmonkees**. **White's** 'Only Woman' section, featuring womenswear, will welcome the French brand **Aalto**, semi-finalist of the prestigious LVMH Prize, as a special guest.

January 14 - 16, 2017

www.whiteshow.it