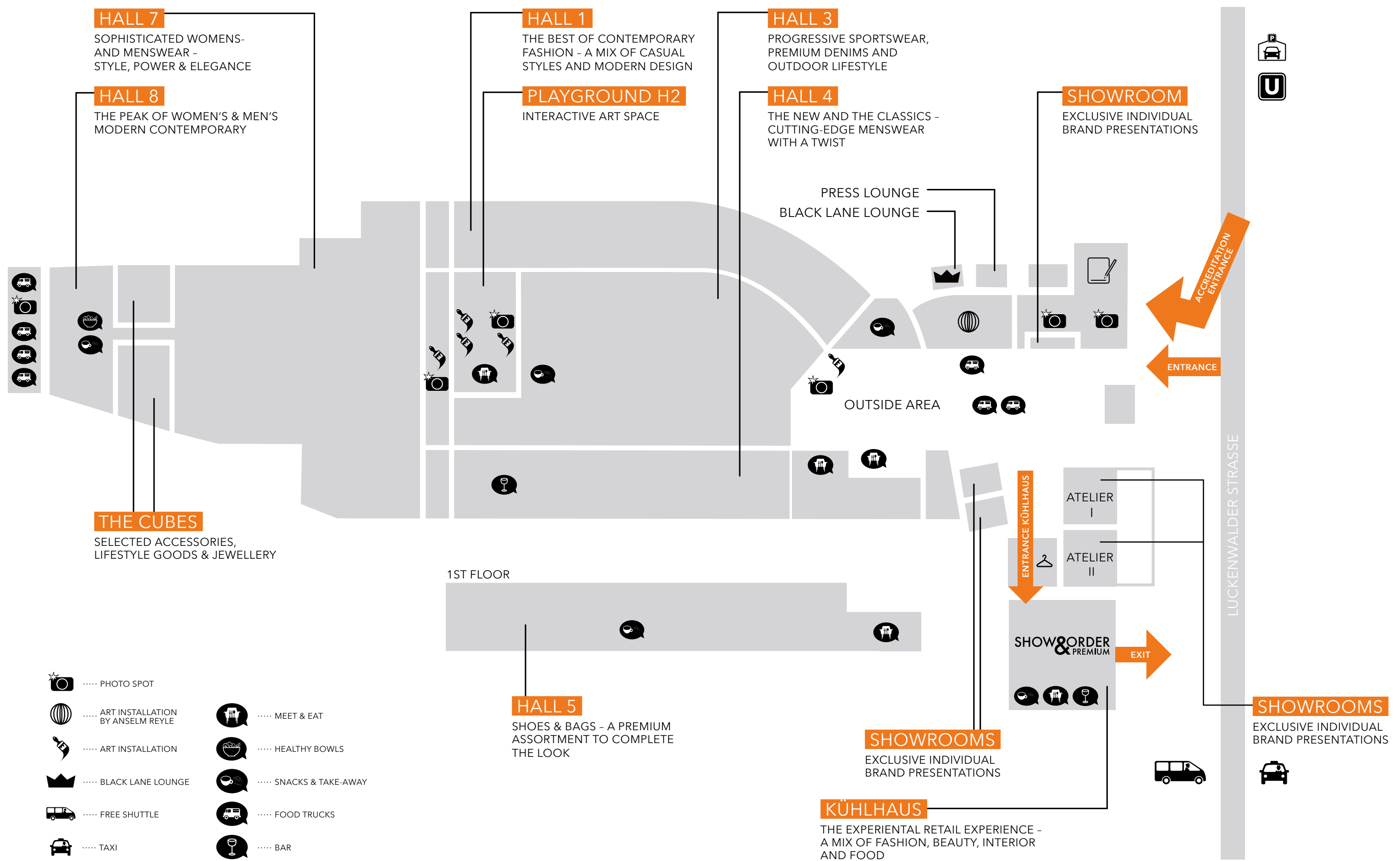


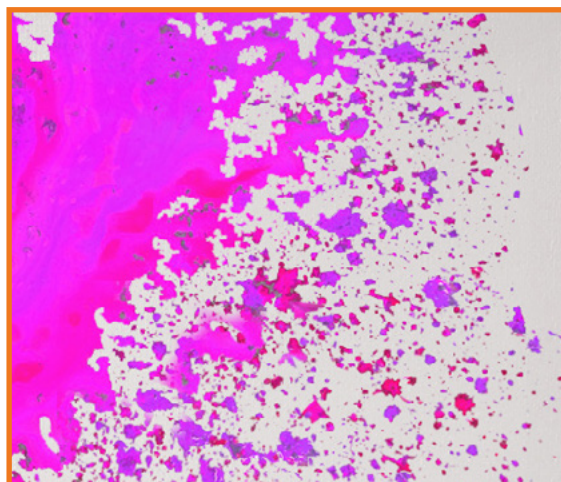
HOW TO GET AROUND AT PREMIUM



HALL 1

THE BEST OF CONTEMPORARY FASHION
A MIX OF CASUAL STYLES AND MODERN DESIGNS

DES PETITS HAUTS
VELEVET BY GRAHAM&SPENCER
SOFIE SCHNOOR
HERZENSANGELEGENHEIT
HANNES ROETHER
LIV BERGEN
...



PLAYGROUND H2

INTERACTIVE ART SPACE

VEEE
TEXTILWIRTSCHAFT
NESPRESSO
FLORET ARTISAN KITCHEN & BAR
LOUNGE AREA
...



HALL 3

PROGRESSIVE SPORTSWEAR
PREMIUM DENIMS AND
OUTDOOR LIFESTYLE

LA MARTINA
FILIPPA K
COLMAR ORIGINALS
SAVE THE DUCK
BLAUER
STRELLSON
...



HALL 4

THE NEW AND THE CLASSICS –
CUTTING-EDGE MENSWEAR
WITH A TWIST

FLORIS VAN BOMMEL
DSTREZZED
VAN LAACK
GOTI
OLYMP SIGNATURE
CAMPLIN
...



HALL 5

SHOES AND BAGS
A PREMIUM ASSORTMENT
TO COMPLETE THE LOOK

SHOTO
ASH
KENNEL&SCHMENGER
LOTTUSSE
THE BRIDGE
UNITED NUDE
...



HALL 7

SOPHISTICATED
WOMENS- & MENSWEAR –
STYLE, POWER & ELEGANCE

CACHAREL
DRYKORN
AMERICAN VINTAGE
LOVE MOSCHINO
ESSENTIEL ANTWERP
MYKKE HOFFMAN
...



HALL 8

THE BEST OF WOMEN'S &
MEN'S MODERN
CONTEMPORARY STYLE

TWIST & TANGO
YAYA
MBYM
OAKWOOD
LA SALLE
GAZEL
...



THE CUBES

SELECTED ACCESSORIES
LIFESTYLE GOODS & JEWELLERY

PHILIPPE AUDIBERT
GABRIELE FRANTZEN
LOUISE KRAGH
VOLUSPA
CULTI
KREAFUNK
...



SHOWROOMS

EXCLUSIVE INDIVIDUAL
BRAND PRESENTATIONS

PARAJUMPERS
JOOPI
SCOTCH&SODA
RICH&ROYAL
LUISA CERANO
...



OUTSIDE AREA

EXCLUSIVE INDIVIDUAL
BRAND PRESENTATIONS

LIEBESKIND BERLIN
HAVAIANAS
SCOTCH&SODA
LUISA CERANO
JOOPI
DSTREZZED
...



SHOW&ORDER X PREMIUM

THE EXPERIENTIAL RETAIL
EXPERIENCE – A MIX OF FASHION,
BEAUTY, INTERIOR AND FOOD

DIESEL SHOES AND ACCESSOIRES
MARJANA V. BERLEPSCH
RUE DE FEMME
SAINT TROPEZ
STEVE MADDEN
VAGABOND
...