

Press Release

## **5TH FLOOR – industry greatly impressed by new fashion show**

Berlin, 1 February 2006 - The 5TH FLOOR debut at the BERLIN FASHION WEEK has laid the foundations for a new meeting place of the fashion industry in Berlin. From 29 to 31 January the prominent market segment of international womenswear collections went on display, represented by 10 countries.

Major fashion names, including labels long absent from German trade fairs, were most satisfied with their performance in Berlin. Bringing together established labels and collections by industry newcomers and creating high-quality surroundings with a showroom atmosphere at an outstanding venue were welcomed by both the industry and visitors alike, who confirmed the concept as having a bright future for the fashion industry. Karola Schöwe, Project Director 5TH FLOOR: "Already we have verbal confirmation of participation at the next event by additional exhibitors, and we are confident of many more visitors in the summer."

Most visitors took the opportunity to find out about this new show in Berlin mainly on the first day of the event. The entrance to the hall gave way to a surprise passage to the 5th floor, which within minutes offered a breathtaking view of the collections. Over 50 per cent of exhibitors were from abroad, confirmation that the 5TH FLOOR concept made the right choice of international labels in order to provide the retail trade with an optimum selection of fashion under one roof.

All exhibitors were well satisfied with their newly established contacts. Many foreign labels in particular commented very favourably on the number of business deals already concluded after only the first day of the event.

During the entire fair the 5TH FLOOR Showcenter acted as a focal point where visitors gathered and drew inspiration from the latest trends; the daily 5TH FLOOR Catwalk provided an apt atmospherical setting for exhibitors' collections, the Finnish label Marimekko made its debut in Berlin with its own show, Jean Paul/Blacky Dress celebrated its own fashion show on Sunday evening, to wide acclaim by the expert audience. For trendsetters the highlight was a Monday noon meeting with Nanna Pause of TRENDUNION, Paris, who talked about the upcoming spring and summer trends for 2007. The creative minds behind Catwalk with Ball were also applauded by the press for their initiative which gave young designers an opportunity, pre-World Cup, to bring their fashion ideas to the catwalk, (separate press release at [www.catwalk-with-ball.de](http://www.catwalk-with-ball.de)).

The next 5TH FLOOR event at the BERLIN FASHION WEEK takes place in July 2006 alongside the Premium exhibition. "For next season we are looking forward to increasing the number of collections from abroad. The seeds have been sown for future success," commented Karola Schöwe, Project Director 5TH FLOOR.

[www.fifth-floor-berlin.de](http://www.fifth-floor-berlin.de)