

## PREMIUM Fall/Winter 2006/2007 final report

### FACTS

With 620 international brands and about 17.000 visitors, PREMIUM Fall/Winter 2006/2007 experienced the most successful season since it was founded three years ago. More than half of the visiting buyers and press representatives - about 60% - came from abroad, mainly from the UK, Italy, Scandinavia, Benelux, Asia and the USA.

### PREMIUM YOUNG DESIGNERS AWARD

For the Fall/Winter 2006/2007 season again three young designers have been awarded with the PREMIUM YOUNG DESIGNERS AWARD out of 12 nominated collections in the categories women's wear, men's wear and accessories. The jury - Melissa Drier/Women's Wear Daily (media), Adriano Goldschmied/Goldsign (designer), Damir Juric/Eyegasm (agent), Hubertus Regout/"Verliebt in Berlin" (actor) and Anita Bachelin/PREMIUM - have chosen the following winners: Antonia Zander/Germany (women's wear), Handbuilt Press/UK (men's wear) and Pauric Sweeney/UK (accessories).

### NEW DATE

PREMIUM Spring/Summer 2007 will be held from Friday to Sunday, July 14-16, 2006, during BERLIN FASHION WEEK which will run from Thursday to Wednesday, July 13-19, 2006. Next to the presentation and catwalk shows of selected international designer labels, high class events with exclusive music live acts will take place during this week.