



## PRESS RELEASE

### **BALDESSARINI returns to Premium**

Herford, July 1, 2019

This season will see Baldessarini exhibit at the Premium Fair in Berlin (July 2–4) for the first time since 2016. The premium label of Herford-based Ahlers AG is taking this step to further strengthen the brand's presence in the German and international markets.

“We are returning to Premium, as the trade fair is the ideal platform for Baldessarini to present its entirely revised and realigned collection,” says Justo Gallardo, Managing Director of Baldessarini. “We not only want to push ahead with Baldessarini's international expansion but also still see great potential in Germany.”

For Spring/Summer 2020, Baldessarini will present the Palm Springs-inspired collection theme “Desert Modernism”. Graphic elements will be used to reflect the unique architecture of Palm Springs in the collection and the brand's trade fair exhibit.

### **About Ahlers AG and Baldessarini**

Headquartered in Herford, Germany, Ahlers AG is one of the large listed menswear manufacturers in Europe. Baldessarini is a brand which operates on a global scale.

Besides the fragrance, Baldessarini offers licensed accessories such as eyewear, jewellery, underwear, bed linen and hats.

SPRING/SUMMER 2020  
PREMIUM, Berlin 2.– 4. Juli 19



BALDESSARINI