

PRESS RELEASE

Over 21,000 Visitors at cpd Re-Launch

- + Impulse, Italian Suite and Decorate areas well received**
- + 80% visitors rate cpd positively**
- + The first step for repositioning taken**

The verdict of the cpd drawing to a close today is unanimous: the re-launch of the Düsseldorf Womenswear Trade Fair was a success. With its largely more modern orientation the fair went down very well with both exhibitors and visitors. According to preliminary assessments the 915 Spring/Summer collections for next year on show at the 3-day trade fair (26 – 28 July) attracted over 21,000 trade visitors from 40 countries - *2,300 of whom primarily attended because of BODYLOOK, the bodywear trade fair held concurrently; a comparison with the previous year's event is not possible because of the complete reorganisation of the Düsseldorf Fashion Fairs.* In addition to the Gallery and Concept 11 area for high-end lifestyle-driven brands, the new areas Impulse (in cooperation with the munichfashion.com), Italian Suite (in cooperation with Ente Moda Italia) as well as the re-designed area Decorate for high-quality accessories were also received very well.

Almost one in three visitors at cpd and BODYLOOK came from abroad, two thirds of them being store owners or managers. The trade fairs registered a marked rise in the number of buyers from the Netherlands and other Benelux countries. Other top "countries of origin" included Switzerland, the United Kingdom, Spain and France. When polled in a representative survey nearly half the buyers at both trade fairs said they intended to use their visit to the trade fair for placing orders. 80% rated the trade fairs as positive as a whole and voiced their satisfaction with the trends on display.

Commenting on these results, Mirjam Dietz, Executive Director Fashion at Igedo Company explained: "As announced cpd has featured a strikingly more modern look and feel. Everyone who got a look at the event could see where cpd is headed," and added "The first step has been taken. We have many more ideas in store for cpd, which we will gradually put into practice now with a view to making it an aspirational platform once more for quality collections from various segments."

"Despite the current business climate we have reached the core target group of our exhibitors with this event. The quality of visitors was right and I am confident that we will take a further step forward in February," said Igedo CEO Philipp Kronen and continued "We will bring exciting collections here thereby enhancing the cpd fashion statement even further. After this event conditions are now favourable. And this is the most important thing."

The next cpd will be held from 7 to 9 February 2010.

Düsseldorf, 28 July 2009

All activities relating to Igedo Company can also be found at:
Information on cpd at:
Information on Bodylook at:

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