

PRESS RELEASE

Good Business Platform

- + **Approx. 17,000 trade visitors attended cpd**
- + **950 collections presented the 2011 Spring/Summer trends**
- + **Igedo Company to implement altered exhibition format in February**

cpd – the International Trade Fair for Womenswear & Accessories drew to a close on Tuesday after three days filled for the most part with very good business deals. All in all 17,000 trade visitors (last year: 18,700 visitors (cpd only), previous season: 20,000 visitors) came to view the 950 collections on display for the 2011 Spring/Summer season. Visitors came from 42 countries. Avid ordering activity was noted now that business is picking up again and stocks are depleted. Although attendance was lower than a year ago many exhibitors praised buyers' improved quality and international spread.

Summing up the course of the trade fair Philipp Kronen, Managing Partner of the Igedo Company, said: "Most of our exhibitors posted a good to very good cpd although visitor numbers did not quite fulfil our expectations. Our exhibitors were pleased with the higher quality and internationality of the buyers who increasingly travelled from Eastern Europe and overseas to cpd again."

Kronen announced an altered trade fair format for February 2011: "For several months now we have been working with our team on an altered exhibition format for 2011. We had always said that the re-orientation of cpd was not yet complete. Over the past few weeks we have therefore held numerous talks with representatives from the sector. Due to the lead-time required here implementation will only be possible in the second half of the year, which is slightly longer due to the scheduling of events. With the forthcoming event in February 2011 we will therefore re-define the trade fair at its location and provide it with a new basis." Kronen explained that Igedo Company would present further details after the summer break.

Exhibitor testimonials for the cpd just drawn to a close:

Iben Hoj, Iben Hoj (Denmark): “I would have never expected so many international customers. We have filled our books with orders from the South of France, Russia and Qatar and made many new contacts.”

Sabine Mescher, Sabine Mescher (Germany): “cpd is a must for this location. The Gallery area is wonderful and by international standards I think this trade fair is still a very good event. I like coming to cpd very much.”

Grethe Grundahl, Ivan Grundahl (Denmark): “We very much appreciate the service of the Igedo Company. Sunday was an excellent day for us with many new contacts established. We also took many orders on Monday.”

Jessica Reyes Rodriguez, Queen and Princess (Germany): “I am very pleased with visitor numbers. I was here for the first time and it will definitely not be the last. The organisation of the trade fair is great and professional.”

Laurence Walter, Zyga (France): “We are not just satisfied but very satisfied. Existing customers came to see us but also many new ones. So far we had only taken part at the July cpd but we now also plan to participate in February for the first time next year.”

cpd – the International Trade Fair for Womenswear & Accessories presented designer collections with the latest looks for the 2011 Spring/Summer season as well as moda-pronta lines and NOS-items from 25 to 27 July 2010. Retailers were in for many well-established brands and brand new labels: over 40 high-quality newcomers showcased their collections in the exhibition halls. A total of 480 exhibitors with approx. 950 collections (5% more than last year) registered for cpd.

The next cpd will be held at the Düsseldorf Exhibition Centre from 6 to 8 February 2011.



Düsseldorf, 27 July 2010

For all activities related to the Igedo Company go to: www.igedo.com
Information on cpd at: www.cpd.de

Contact:

Igedo Company GmbH & Co. KG, Messeplatz, 40474 Düsseldorf

Company Spokesman
Thomas Kötter

t +49.211.4396.490

f +49.211.4396.380

e-mail: koetter@igedo.com

Press Officer

Alexander Radermacher

t + 49.211.4396.470

f + 49.211.4396.398

e-mail: radermacher@igedo.com

Press Officer

Stephanie Muscat-Bruhn

t + 49.211.4396.488

f + 49.211.4396.398

e-mail: muscat@igedo.com



IGEDO COMPANY

Abdruck honorarfrei.
2 Belegexemplare erbeten.
Reprint free of charge.
Please send 2 reference copies.

Igedo Company GmbH u. Co. KG
Stockumer Kirchstrasse 61
D-40474 Düsseldorf

T +49.211.4396.01
F +49.211.4396.3 45
media@igedo.com
Düsseldorf HRA 9064