

PRESS RELEASE

A strong collaboration for a strong segment

**+ Platform for supersize fashion in womenswear develops further
+ Igedo Company collaborates with BIG IS BEAUTIFUL, the glossy magazine for women size 16 and up**

No diet stories, no wagging fingers and definitely no cosy clichés—the Igedo Company, along with the glossy magazine BIG IS BEAUTIFUL, are out to eliminate all prejudices against women with curves by collectively establishing the new segment with the same name, 'Big is Beautiful', at cpd in February 2010.

'Big is Beautiful' presents fashion for women with curves in an entirely new look. A new world with modern, fresh and up-to-date contents will be created that presents the women's world with all of its facets: clothing, accessories, lingerie, shoes and much more—simply everything around the topic of "supersize", including in-between sizes.

"We create a world of experience for supersize women who wish to dress fashionably and attractively every day," states Elke Sautter, cpd project director for the Igedo Company. "At an integrated event area, we offer comprehensive information for women in the 'Big is Beautiful' world." The international cpd audience, along with the leading media BIG IS BEAUTIFUL, provide a significant added value for trade fair visitors and additional purchasing security for retailers.

Roughly 56% of German women wear size 16 and larger. Meanwhile, the German apparel industry has taken over a leading position in a market that is experiencing continuous growth and still demonstrates enormous potential.

Many manufacturers are already reacting to this development and are expanding their assortment by adapting their collections to meet the increasing demand. Colours, cuts and fabrics are still dictated by current fashion trends. The super sizes have become bolder—strong women now show their curves with self-confidence.



"The image of woman must be re-defined," demands Susie Lux, editor-in-chief of the German edition of BIG IS BEAUTIFUL. "The life of a modern woman is not defined by her dress size—to a much greater degree, it's about personal wellbeing and individual personality."

'Big is Beautiful' takes place during cpd from 7 to 9 February 2010 at the Düsseldorf fairgrounds.

Düsseldorf, 20 October 2009

All activities of the Igedo Company can also be found on the Internet at: <http://www.igedo.com/>
Information on cpd at: <http://www.cpd.de/>

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