

PRESS RELEASE

Sharpening the City's Fashion Profile Together: the Düsseldorf InterContinental becomes cpd's Official Fashion Hotel

+ Live music and discussions: 'cpd club' as the meeting point of the fashion sector

+ InterContinental Lounge at cpd

+ Fashion trends all year round: cpd Fashion TV for hotel guests

The Düsseldorf InterContinental located on the Königsallee is to be the official "Preferred Partner Hotel" at cpd (7 to 9 Februar and 25 to 27 July 2010). In future at each Düsseldorf fashion fair the 5-star superior hotel will be transformed into an exclusive fashion hotel offering its guests both special booking conditions and special events and surprises during cpd (www.cpd.de). For instance, over the duration of the fair the hotel bar "fifty nine" will be home to the 'cpd club'. Also the official venue for the Düsseldorf initiative "Voices of Fashion" (www.voices-of-fashion.de) the 'cpd club' will welcome the fashion sector here (from 9 pm each night from 6 to 8 February) to enjoy live music, drinks and conversation. The fair's own 'cpd Fashion TV' channel will inform hotel guests on current fashion trends throughout the year.

The InterContinental Düsseldorf (www.duesseldorf.intercontinental.com) will feature at cpd with its own lounge. A Audi-VIP shuttle will ferry hotel guests to the fashion shows in style and they will be given a backstage tour and front-row seats to catch the best view of the 2010/11 Autumn/Winter fashion.

"The InterContinental is Düsseldorf's hotel with the greatest lifestyle appeal. Zeitgeist, culture and fashion blend uniquely here," explained Igedo Managing Director Philipp Kronen. "We are really delighted with the partnership as cpd and the InterContinental go very well together. Together we will sharpen Düsseldorf's profile as a fashion city."

The next cpd from 7 to 9 February 2010 will showcase some 1,000 collections at the Düsseldorf Exhibition Centre.

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All activities of the Igedo Company can also be found on the Internet at:
Information on cpd at:

www.igedo.com
www.cpd.de

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