

PRESS RELEASE

Adieu Tristesse!

In hard economic times it is the creative industry that undergoes a noticeable boom, as is particularly the case now. People are searching for something new and fresh, they want to get back to essentials and reinvent themselves. Those looking for endless retro recycling will search in vain as this has long since gone out of fashion. In cooperation with fashion and design school AMD Akademie Mode & Design Düsseldorf the Igedo Company is now tapping into this dynamism and will once again, also at the February 2010 edition of cpd, be initiating the competition "Design am Rhein" for young and aspiring European fashion talents.

"Design am Rhein" promotes dialogue between the creative minds in the sector. It arouses the public's attention, dazzles, surprises and prompts new ideas. The cpd is an opportunity for the next generation: ten finalists will be competing here for first place with their collections. Awaiting the winner will be an individual sponsorship programme along with a presentation drawing effective attention in the media.

From the 92 international entrants ten young designers from six countries have made it into the final of this year's competition. In a final show organised by the Igedo Company a top-class international jury of experts will select up to five winners who will receive a stand for two seasons at cpd. The first prize-winner will also be allowed to present their collection at CPM. The award ceremony will be held at cpd on at 4.00 pm on 7 February at Showcase Düsseldorf in Hall 11.

Exciting Looks for the Future showcased by...

Andrea Kristić was born in Sarajevo in 1986 and studied fashion design at the Artez Institute of the Arts in Arnheim. Her fashion

follows an intellectual approach seeking a new interpretation of the modern woman where gender roles are broken up and male components play a major role. Her designs combine classic and high-quality fabrics with futuristic materials to create a partly flowing, partly static feel. Her current 2010/11 Autumn/Winter collection was inspired by the idea "panta rhei" – everything flows. Undulating folds in combination with flowing fabrics and billowing wool reflect shapes from nature and are a sign of total mobility.

Born in Belarus in 1982 **Anna Jazewitsch** studied fashion design at Bielefeld Polytechnic graduating from there in 2002. Her collection for Autumn/Winter 2010/11 entitled 'Ofimatica' attempts to develop artistic and logical women's workwear for today's daily office work. The clothing might serve as a prescribed uniform for modern, future-oriented companies but also aims to generate a creative atmosphere and guarantee efficient work and wearer satisfaction.

In aesthetic terms this contrast is expressed using two contrary design approaches. On the one hand, the clothes provide very little scope for developing the beauty of the body enveloping it in fixed, austere, almost mathematical forms. With its colour scheme in largely blue, grey and cream hues plus black tones the collection initially looks fairly cool and official. However, this is contrasted with digital fabric prints featuring a colourful and organic pattern presenting a link with nature and water caught in the sunlight reflecting all the colours of the rainbow.

The fashion label **Dora Abodi** by young Rumanian designer Dorottya Abodi Nagy was already set up during her fashion studies at the Mod'Art International Art and Fashion Academy in Budapest. Her avantgarde 2010/11 Autumn/Winter collection bears the unusual name 'David Bowie in Atlantis' and is inspired by a combination of shapes and colours of the sea with that characteristic David Bowie 80s glam rock style. For instance, within one collection she features minimalist silhouettes in lavishly

shimmering and playfully fish-like materials and creates a link with a mysterious undersea world where everything is constantly in motion. This contrasts with stretch bodies and leggings, metallic silk, iridescent synthetic fabrics and leather jackets with protruding shoulder pads.

The fashion label '**Großer Heinrich**' is described by its two designers Astrid Großer and Gerti Heinrich as a "perception-diagnosing experiment". Their degree show collection at Bielefeld Polytechnic is entitled 'Die Flügelchen machen die Bären so lustig' (The Little Wings make the Bears so Funny) and features a collection of bears, butterflies, inkblots and coincidental images. The psycho-diagnostic method of inkblot interpretation made famous by Hermann Rorschach is the creative basis for the design process here; it is from this that methods for creating form and colour develop.

The choice of materials indicates dynamic correlations; an interplay of different surfaces and structures. The merging and intertwining of smooth, silky, rough and coarse woven and knitted tactile surfaces underlines the multi-layered feel and reflects the multifaceted approach and the shimmering of the coloured prints on a material level. This produces a collection image that is not clean and purist but complex, organic and rich in colour, form and material combinations.

The 'Trompe l'oeil' collection by designer and Bielefeld Polytechnic fashion design graduate **Lena Hasibether** is an interpretation of Greek antiquity.

The aesthetics of the statues and draped clothing is transformed into modern design. This is an exploration of geometric forms, clear silhouettes, draping and different materials, all with an eye to wearability. The collection stands for female aesthetics and the significant impact that art has on fashion.

Bygone eras are always a strong source of inspiration for many successful designers. The two main aspects of the collection are bodies and movement. Another theme that the collection deals with is illusionary trompe l'oeil painting that the collection is named after. Antique inspiration is thus translated using photo printing, transparency and three-dimensionality. The undulating fold print is the key thread running through the collection and serves as an abstraction to the theme. Cutting for the printed garments was digitalised, undulating folds were draped using flowing fabric, photographed and then printed onto the fabric.

After graduating in fashion design from HAW Hamburg University of Applied Sciences **Petra Bresser** already worked for Haider Ackermann in Antwerp. In her collection she explored striking, rigid as well as wafer-thin, flowing shapes. Silhouettes are characterised by an emphasis on the shoulder area (V line). This is contrasted by a very figure-hugging cut that is also reflected in the choice of fabrics. For the collection stiff materials like modified Tyvek, hardened Alcantara or stainless steel knits as well as high-quality silk are pivotal. Skin tones contrast with the dark colour scheme in different intensities.

Krizia Robustella attained her fashion diploma at the Superior School of Design and Fashion Felicidad Duce in Barcelona. Her collection 'BangBang Carajillo Gang' presents entertaining and playful "deluxe sport" and unites topics like shimmering nightlife and the dark world of the mafia. For this she uses sport clothing from past decades combined with luxurious fabrics. This creates an interesting blend of sporty silhouettes and a touch of formality and luxury.

Characteristic of Krizia Robustella's designs are eccentric and non-conformist styles that symbolise off-beat elegance. Here she aims to reach people who take an individual approach to fashion and who are bold enough to mix styles.

Japanese designer **Miyoko Kamiyo** studied both at the Saint Martin's College of Art and Design and the Royal College of Art in London graduating from here in fashion design. Her 2010/11 Autumn/Winter collection is inspired by old paintings that contributed to the basis of her designs. She combines key elements of the image motifs and builds upon these using modern techniques. Overlain black and silver-metallic materials in a patchwork style are amongst the characteristic features of the collection. Draping is also essential for the finished silhouette – giving the different fabrics natural movement and creating a filigree and refined look.

Stine Ladefoged from Copenhagen is a graduate of the Danish Design School and already began specialising in knitwear during her studies. Already receiving numerous awards her collection 'Bugs & Butterflies' is inspired by the structures and bodies of the most varied of insects in an attempt to recreate their silhouettes. This gives rise to sculptural garments in wool that look almost alive thanks to draping and the use of different-size knitting needles. The colour scheme moves on a scale between neutral and smoky colours which are combined with accentuated pastel tones like sun yellow, peach or pale blue. To create a counter pole to the sometimes coarse wool, materials are combined with silk to create transparent effects.

The aim of the label **22/4** by designer Stephanie Hahn, a graduate from the AMD Akademie Mode & Design Düsseldorf, is to develop and pursue a design based on stable, non-trend related principles. 22/4 is a label that remains true to itself in terms of design and ideology delivering a high level of quality in the development process and choice of materials.

22/4 is a label that is evenly spread between men and women's wear. Both lines interact with each other though function separately. 22/4 draws on both genres in terms of cut and design

thereby generating a so-called hybrid that fills a gap between gender-specific fashions.

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All activities of the Igedo Company can also be found on the Internet at: www.igedo.com

Information on CPD at: www.cpd.de

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