

PRESS RELEASE

DESIGN
AM RHEIN
EIN WETTBEWERB VON
IGEDO & AMD

Vast Variety

Every designer develops his collection in his own special way. He needs continuous changes in order to create visionary designs from tomorrow with innovative creativeness and original trends.

Together with the AMD Fashion & Design Academy in Düsseldorf, the Igedo Company was once again searching for creative minds from all of Europe for cpd in the beginning of the year. The winners will present themselves and their collections to a broad audience at cpd from 25-27 July 2010, and have the opportunity to establish important contacts for an international designer career.

Dora Abodi

The winner of the competition shows her new collection entitled "Escape from the time warp – the beautiful voyager" at cpd. The collection is dedicated to the escape from our everyday routine, the getaway from our daily pressure to perform. The collection generates a feeling of freedom – as if one was walking across a vast green field, far from borders and limitations. Nature is the chief inspiration here – the lightness of air combined with the scent of summer and sun. The silhouettes are characterised by a play between masculine and feminine, reminiscent of the personalities of movie stars Marilyn Monroe and Greta Garbo, or the contrasts that dominated the fashion of the Thirties and Nineties.

Lena Hasibether

The "trompe l'oeil" collection is an interpretation of ancient Greece. The aesthetics of the statues and the draped clothing are transformed into modern design. It is an encounter between geometric shapes, clear silhouettes, drapings and various materials with due regard to wearability. The collection stands for feminine aesthetics and the significant effect that art has on fashion. A

further topic with which the collection occupies itself is the illusionary art form, trompe l'oeil, after which the collection is named. The antique inspiration is translated via photo print, transparency and three-dimensionality.

Anna Jazewitsch

The Spring/Summer 2011 collection entitled "Marmorgraphica" is a sleek and clear women's collection that assimilates and reflects the complexity of its wearer. Here you'll find nothing unnecessary or decorative, but plenty of asymmetrical drapings and flowing pleats. Pastel colours and marble print are broken by stern black. The geometric shapes and asymmetrical pleats lend the look a feminine sensuality and simultaneously a light, lively sobriety.

Krizia Robustella

Her new collection for Spring/Summer 2011 carries the name "Beautiful Beach" and is inspired by the American TV series "Baywatch". Obviously ironic and laced with humoristic elements, prints with swimming and jellyfish motifs are found on fine fabrics such as silk, cotton and Lycra. The result is urban fashion with a touch of elegance.

Großer Heinrich

The designers' material selection is characterised by dynamic interrelations – a play of different surfaces and textures. The melting and intertwining of smooth, silky, rough and coarse, woven and knit hands underscore the complexity and reflect the diversity and the shimmer of the colourful prints on a corporeal level. Thus a collection image emerges which is not clean and puristic, but instead complex, organic and rich in colour, form and material combinations.

Düsseldorf, July 2010

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

Information on CPD at:

www.cpd.de

Contact:

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

Igedo Company Corporate Spokesman
Thomas Kötter
p +49.211.4396.490
f +49.211.4396.380
email: koetter@igedo.com

Press Consultant
Alexander Radermacher
p + 49.211.4396.470
f + 49.211.4396.398
email: radermacher@igedo.com

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