

## **P R E S S   R E L E A S E**

### **“Maternity” with a new room concept**

**+ cpd with an up-to-date platform for maternity wear**

**+ Many strong-selling collections registered even now**

cpd – International Trade Fair for Womenswear & Accessories will be presenting a new universe for high-fashion maternity wear from 7 to 9 February 2010: the Maternity segment will be presented as a concept with its own look for the first time now. Entering the Maternity area visitors will step into a different world built around pregnancy and family as a design theme. With its expected 30 brands this segment will offer cpd trade buyers one of the largest ranges of maternity fashion in Europe.

Describing the new concept Mirjam Dietz, the Executive Director Fashion at the Igedo Company, said: “With our new interior design concept we are giving the Maternity area more independence thereby underscoring the importance of modern maternity wear. Mothers-to-be no longer have to forego any trends these days. There are many exciting labels that we intend to bring to cpd one by one. This is also why the Maternity exhibitors are now presented to their customers in a clearly structured and also visually delimited space for the first time. Forming the centre of the area is an inviting piazza. Decoration walls especially designed for this segment add special flair.”

The Maternity exhibitors showcase extraordinary and extravagant fashion for “moms-to-be” making sure that even a pregnant belly looks sexy and high-fashion. Firm registrations have already been received by such brands as bellybutton, Christoff, Linique, Pietro Brunelli and Queen Mum.



The Maternity area will be staged as part of cpd – International Trade Fair for Womenswear & Accessories at the Düsseldorf Exhibition Centre from 7 to 9 February 2010.

Düsseldorf, 10 November 2009

All activities related to 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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