



PRESS RELEASE

The countdown is on: "Design am Rhein" is still looking for fashion talents from throughout Europe until 27 November 2009.

The language of fashion is impulsive, versatile and global. Fashion feeds on new influences, interesting contrasts and plays a leading role in cultural spheres. To provide a special platform for fashion this winter will see a beautiful tradition starting in 2006 now being continued: the "Design am Rhein" contest organised by the Igedo Company in cooperation with AMD Akademie Mode & Design Düsseldorf (Fashion & Design Academy) will put talented young designers into the limelight again.

Up to ten finalists of this creative competition will be invited to present their creations in a catwalk show at cpd from 7 to 9 February 2010 enabling them to make key contacts for an international design career. For the second time the contest will be open to entries from all over Europe extending a cordial invitation to international talents to compete.

The winners will receive a free exhibition stand at cpd for two seasons (July 2010 and February 2011) and their collections will be featured as the opening tableau for one of the shows organised by the Igedo Company. In addition to professional press liaison the Igedo Company will award the first winner with participation at CPM in Moscow in September 2010 and February/March 2011. "eyelikeit – visual solutions" will sponsor an expertly designed Internet presence and the photographer David Helmrich a professional shooting of the winner's latest collection.

Before the grand finale the contestants will have to submit their creations to the verdict of a high-calibre jury composed of design, fashion industry and trade media representatives. The jury members are Jeanette Osteried (St. Martin's College, London), Bernardo Da Franca (Designerstore "Fashion Clinic"), Jörg Ehrlich and Otto Droegsler (Odeeh Collection), Caroline Lerch (Pelican Avenue), Louise Amstrup (London), Verena Weidemann (Jan und Anna), Gudrun Allstädt (Department Head

DESIGN
AM RHEIN
EIN WETTBEWERB VON
IGEDO & AMD

Womenswear at Textilwirtschaft) and Marita Sonnenberg (Editor-in-Chief of TM FashionTrendmagazin).

27 November 2009 is the deadline for entries from young talents for the "Design am Rhein" contest. Those planning to become self-employed with an independent collection for Spring/Summer 2011 are also eligible for participation.

For detailed application criteria please refer to the terms listed at www.igedo.com/design-am-rhein.

Düsseldorf, November 2009

All activities related to the organiser, the Igedo Company, can also be found at:

www.igedo.com

Information on CPD at:

www.cpd.de

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