

## **P R E S S   R E L E A S E**

### **Visions of the Future**

- + Around 1,000 collections at cpd**
- + New design extended and enhanced in all areas**
- + Consistently positive response to the relaunch in July 2009**

Visions of the future: from 7 to 9 February 2010 cpd in Düsseldorf will be presenting around 1,000 collections featuring the latest looks for the 10/11 Autumn/Winter season. Sensual concepts determine the design here making the cooler season of the year even more exciting than summer. Trends hover between global and regional, on a time line between the past and the future, caught in the balance between reality and imagination, in a calculation between the rational and the emotional and in the polarisation between the standard and the avantgarde. Very much true to the motto "opposites attract" 2010 Autumn/Winter fashion looks to extremes. And that's exactly where cpd comes in.

Attention here centres on continuing the relaunch started in July 2009 with enhanced concepts in the individual segments. Newly created style universes like Luxury Woman, Maternity and Big is Beautiful, as well as Concept 11, Gallery and Decorate, form the fashion tendencies throughout Womensworld. Furthermore, thanks to rapid links in the city Düsseldorf offers national and European clothing retailers a concept that is perfectly adapted to their needs and thus a real platform for effective business.

The cooperation areas IMPULSE (in collaboration with the munichfashion.company) and Italian Suite (with Enta Moda Italia – EMI) are also to be extended further. Further top fashion brands are to find a new home here over the coming seasons.

### **The new style universes at cpd at a glance:**

**LUXURY WOMAN'S WEAR** – is the new platform for quality day, evening and cocktail fashion at cpd. This stylish 'LUXURY WOMAN'S WEAR' exhibition universe is split into different sections and lounges offering buyers a special service with an intimate feel.

**Maternity** – presents a new cosmos for fashionable maternity wear: for the first time now the 'Maternity' segment features as a visually separate concept. Visitors to 'Maternity' enter a separate universe whose design focuses on the pregnancy and family themes. With an expected 30 brands in this segment cpd offers trade buyers one of the largest and highly concentrated ranges of maternity wear in Europe.

**Big is Beautiful** – the Igedo Company and glossy magazine BIG IS BEAUTIFUL wish to sweep aside all prejudice against women of stature and establish together at cpd in February 2010 a segment of the same name – 'Big is Beautiful'. This will be a universe with fresh, modern and topical ideas presenting Womensworld in all its facets – clothing, accessories, lingerie, shoes and much more – all centred around the plus size theme including adjoining sizes. Furthermore, style consultations and seminars will be held creating an information platform for interested retailers.

#### **The established style universes at cpd at a glance:**

**Impulse** is the platform for select premium brands. In cooperation with the munichfashion.company at 'IMPULSE the Igedo Company offers special services for exhibitors and retailers: separate visitor registration and joint invitation management, VIP treatment, easy accessibility, an exclusive VIP shuttle and the proven stand construction and flair of munichfashion.women including a lounge and catering area.

**Italian Suite** – in cooperation with Ente Mode Italia (EMI) 'Italian Suite' brings high-quality Italian fashion to cpd in Düsseldorf. The spectrum here ranges from clothing and accessories through to shoes. A real eye-catcher with fresh, exciting and handpicked collections – all Made in Italy.



Forming the creative core of the fair is **Gallery** in Hall 9. Awaiting visitors at Gallery is an exclusive design mix from Germany and abroad with every label attaching great importance to individuality thereby lending a special note to every range.

Staged in **Concept 11** are high-end, lifestyle-oriented collections. Concept 11 presents a rich blend of looks and labels – collections for young, self-confident women who appreciate design and quality and like to put themselves in the limelight.

**Decorate – The World of Accessories** is the platform for all those things that give a good range that extra special something – from fashion jewellery and high-quality bags to scarves and other top items that retailers particularly use to complement and round off their ranges.

**Boutique** is the venue for individual womenswear collections in the middle to upper price segment.

**Modern Essentials** stands for strong-selling collections.

**The brands featured at cpd include:** Ana Lascata, Anna Scholz, Annett Röstel, Apart, Bellybutton, Diamonds & Pearls, Didier Parakian, Diego Reiga, Ewa I Walla, Fashion New York, Fred Sabatier, Fuego, Hache, Hajo-Strick, Hannoh+, Herluf Design, Heteroclite, Inka Koffke, Ivan Grundahl, kimberit, Lauren Vidal, Mais il est où le soleil, Matt, Mauritius, Mes soeurs et moi, Natale, Nickel, Nile, Nix Design, Obermeyer, Oy Annikki Karvinen, Paolo Maria, Ronoché, Sandwich\_, Sarah Pacini, Shubette of London, Susanne Bommer, Unique, Yaya and Yoek.

### **New Influences**

To offer progressive fashion a special platform a nice tradition initiated in 2006 is now also set to continue this winter: the **“Design am Rhein”** contest organised by the Igedo

Company in cooperation with AMD Akademie Mode & Design in Düsseldorf will once again be putting talented designers into the limelight.

Up to ten design contest finalists will have the opportunity to present their creations in a runway show at cpd from 7 to 9 February 2010 – thereby enabling them to forge important contacts for an international design career.

The winners are given a free exhibition stand at cpd for two seasons (July 2010 and February 2011) and their collections will be used as an opening tableau at one of the shows organised by the Igedo Company.

### **Services**

cpd will be rounded off by a comprehensive range of communication, information and trends: the **20 shows held during the fair at Showcase Düsseldorf** as well as the Order Info event organised by the German Fashion institute in collaboration with the magazine TextilWirtschaft create a wealth of communication opportunities for the entire sector from throughout Europe and the world.

Furthermore, the pricing structure for admission tickets has also been revised and buying tickets will now be simpler for trade visitors with the opening of the Online Ticket Shop on 7 December 2009. New visitors can acquire their tickets online at the Ticket Shop once they have completed online registration using the log-in data sent to them.

Admission tickets (also entitling holders to free use of local public transport) can be conveniently printed out at home by all visitors even during the fair itself. When you book online you save waiting in line at the ticket counters at cpd. Though naturally it is also possible to purchase your ticket at the counters, too.

The next CPD will be held at the Düsseldorf Exhibition Centre from 7 to 9 February 2010.

Düsseldorf, December 2009

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

[www.igedo.com](http://www.igedo.com)



Information on cpd at:

[www.cpd.de](http://www.cpd.de)

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