

## PRESS RELEASE

### Bodylook unites the Business

- + Business Forum *Touch the Future and Look Ahead* with the partners Gerber Technology and TM Fashion Trendmagazin
- + Talk – Trends – Technology – Timing
- + Integration of the planned sectoral meeting of Gesamtmasche and BTE

The bodywear sector is setting off to new shores. The market requires new strategies for collection planning, new products and new presentation formats. This all calls for clear orientation and change. Efficient marketing and direct communication are as important as ever today. At this year's Bodylook Business Forum *Touch the Future and Look Ahead* held in cooperation with Gerber Technology and TM Fashion Trend Magazine, industry insiders will reflect upon, and participants will discuss, the current situation, targets and bodywear business opportunities. "Quo vadis - Where is the German Bodywear Market Headed?" is the question raised at this panel discussion and industry insiders will come up with answers, viewpoints and suggestions.

In 2007 TM Fashion Trend Magazine and Gerber Technology extended their successful concept of cooperating in the commercial and editorial sector to include the segment Communication & Events. Commenting on this move Yvonne Heinen-Foudeh, MarComm Manager at Gerber Technology, said: "Both Gerber and TM are delighted to announce that we have jointly managed to win over the Igedo Company for this the third upcoming Business Forum. The partnership with Bodylook and the closely associated associations "Gesamtmasche" and BTE is truly a stroke of luck. The principle of "give and take" in terms of know-how and requirements forms the basis of this formula for success."

For "Gesamtmasche" and BTE it was important to present themselves together at an event and this is why the planned "Branchentreff" sectoral meeting will be embedded in an exciting panel discussion at the Business Forum. "Today the focus is no longer on just the three days of the trade fair or individual professional events. The Business Forum creates new opportunities for networking between industry and retail – we see added value in this combination," says Angelika Grammozi, Project Director of Bodylook,

# BODYLOOK

adding: "The key is to learn from each other here and allow oneself to be inspired."

The Business Forum will take place on 25 July from 2.00 pm at the Tulip Inn hotel, right next to the Exhibition Centre. For registrations and further details go to [www.fashionconsulting.eu/businessforum](http://www.fashionconsulting.eu/businessforum)

Please find the agenda attached.

Düsseldorf, 24 June 2009

Further information related to the activities of the organiser Igedo Company, can also be found on the Internet at. [www.igedo.com](http://www.igedo.com)

Information on Bodylook at: [www.bodylook.de](http://www.bodylook.de)

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