

PRESS RELEASE

Bodylook consolidates its leadership in Germany

- + New concept endorsed by the sector as being forward-looking
- + Downtown segment discloses first exhibitor names

The concept of Bodylook – The World of Body and Beach, Germany's leading international trade fair for Bodywear, Lingerie, Legwear as well as Swim and Beachwear, has been received very well by the market. 260 exhibitors and collections from 18 countries will be presented at the Düsseldorf Exhibition Centre from 26 to 28 July. This means Bodylook clearly confirms its leadership role on the German exhibition landscape with the first exhibitor names now being disclosed.

Commenting on this Project Director, Angelika Grammozi, explained: "Both nationally and internationally the response to our new concept over the past months has been impressive proof that this way is the right course for a forward-looking event with a European focus. In our four new Style Worlds we have been able to win over and/or back such collections as Ritratti, Hanro, Calvin Klein, Pin-up Stars and Andrès Sarda. It is true that the market is currently subject to quite some unrest but the quality of registrations tells us that sector decision-makers from company headquarters fully back Bodylook. As evidenced by the fact that the collections will only be finished and ready for retailers to order in time for our exhibition dates."

As part of this re-launch Bodylook will stage four Style Worlds as completely independent fashion experiences in the Hall. Not least thanks to this approach high-impact exposure is guaranteed for all segments in one place. The biggest of the four Worlds is Downtown where primarily the big, well-established brands will present their collections. A combination of high, representative design stands along the perimeter of the hall and open-plan stand concepts in the inside area make for a transparent look of the hall as a whole and ease orientation for buyers.

In the Downtown area visitors can look forward to the collections of the following brands:

- Anita Dr. Helbig feat. Anita comfort, Anita care, Anita maternity, Anita active, ROSA FAIA and Edelweiss

BODYLOOK

- Gerhard Rösch GmbH feat. Rösch CreativeCulture, Blanche Fleur, Daniel Hechter and Féraud Paris
- Maryan Beachwear Group feat. Maryan Mehlhorn, Charmline, Lidea and Watercult
- Van de Velde feat. Marie Jo, L'Aventure and Prima Donna
- Palmers Lejaby Germany feat. Lejaby, Elixir de Lingerie, Rasurel and Palmers
- Parissime GmbH feat. Lise Charmel, Antigiel, Antinea and Eprise
- Fashy feat. fashy, Westbay, Gino Lapis and Aquafee!
- SUSA-Vertriebs GmbH feat. SUSA and Zeki
- Simone Pérèle Mieder-Moden feat. Simone Pérèle and Implicite
- Eva B. Bitzer feat. Eva B. Bitzer lingerie de luxe, Fürstenberg and YBS
- Premium Bodywear feat. Olaf Benz and MANstore
- Adolf Riedl feat. Sunflair with Opera, Olympia and Sunmarin
- Glumann Beachfashion feat. Goldfish, Contour and Glumann
- Bruno Banani • Graziella • Joop! bodywear • Joop! socks • Dynamico • Solar • BECO Beermann • Banana Moon • Victor Odil • Gattina

For trade visitors admission is free subject to prior registration online at www.bodylook.de. An extensive range of information and communication events such as a Businessforum/Sectoral Get-Together on the day before Bodylook, various catwalk shows, bargain-rate hotel deals and the Bodylookparty round off the Bodylook package.

Düsseldorf, 02 June 2009

For further information relating the activities of the organiser, Igedo Company, go to:

www.igedo.com

For information on Bodylook go to:

www.bodylook.de

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