

PRESS RELEASE

“We have seen a good trade fair in Düsseldorf”

- + 5,100 trade visitors at Germany’s leading bodywear trade fair
- + Relaunch of BODYLOOK, successful across the board
- + BODYLOOK to continue at annual interval – sectoral meeting in February

The creative break of BODYLOOK has paid off. The re-launch of Germany’s leading international trade fair for underwear, lingerie, hosiery plus swim and beachwear was received very well by the market. Both exhibitors and buyers welcomed the up-to-date hall interiors, the newly designed Style Worlds, the easy orientation and the quality of the accompanying events such as catwalk shows, Order Information lectures and the Businessforum on the eve of the trade fair. According to preliminary assessments the 220 Spring/Summer collections on show for next year at the 3-day trade fair (26 to 28 July) attracted more than 5,100 trade visitors from 24 countries – *2,800 of whom attended primarily because of cpd, the concurrent womenswear fair; a comparison with the previous year’s event is not possible because of the complete reorganisation of the Düsseldorf Fashion Fairs.*

Almost one in three visitors to BODYLOOK and cpd came from abroad, two thirds of them being store owners or managers. The trade fair registered a marked rise in the number of buyers from the Netherlands and Belgium. Other top “countries of origin” included Switzerland, the United Kingdom, Spain and France. When polled in a representative survey nearly half the buyers at both trade fairs said they intended to use their visit to the trade fair for placing orders. 80% rated the trade fairs positively as a whole and voiced their satisfaction with the trends on display.

BODYLOOK was the meeting point for retailers. Representatives of such renowned retailers as Achatz (Germany), Ane Zubiri (Spain), Au Cora (Slovenia), Body M Berlin (D), Ebbesen & Jensen (Norway), Jacobi (D), Karstadt (D), Leffers Oldenburg (D), Lengermann + Trieschmann (D), Nosowski (Ukraine), Claudia Rüdinger (D) and SinnLeffers (D) were in attendance, to name but a few.

“The hard work of the past year has paid off completely. For three days BODYLOOK served both as an international meeting point and

BODYLOOK

professionals' communication and information platform. With its holistic concept this trade fair has demonstrated its performance potential proving it can serve as the leading event for the industry. To make it happen, however, everyone has to pull together and act in concert," said Igedo-CEO Philipp Kronen and Angelika Grammozi, Project Director of BODYLOOK, adding that "the industry wishes to see a strong platform and Düsseldorf offers a favourable business climate. In concert with retail and industry we are determined to develop BODYLOOK further."

Summing up results Thomas Mehlhorn, Managing Director of Maryan Mehlhorn, said: "We have had a good trade fair in Düsseldorf. On Sunday and Monday we registered high attendance with good numbers and high spirits. We even welcomed international buyers at the stand who had never attended BODYLOOK before." Mehlhorn added: "The concept went down very well. The trade fair organisers have made major progress in re-designing the halls but our customers would like even more collections to choose from."

BODYLOOK continues at annual intervals – next sectoral meeting in February

BODYLOOK will continue to run at annual intervals with the next dates from 25 to 27 July 2010. In February Igedo Company will organise a "Sectoral Meeting BODYLOOK" in Düsseldorf on 8 February to be held concurrently with cpd so as to ensure continuity in communication within this industry.

Düsseldorf, 28 July 2009

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

www.igedo.com

Information on Bodylook at:

www.bodylook.de

Information on cpd at:

www.cpd.de

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