

PRESS RELEASE

Winners of the "Design am Rhein" contest to present their collections on Stand 12 D58 at the Fashion Gallery from 10 to 12 February 2008

Sunday, 10 February 2008 to see winners stage their latest creations on the catwalk in Hall 12 at 2 pm.

Ewelina Lorenz _ The Winner is....

The overall winner of the "Design am Rhein" award - **Ewelina Lorenz** - will be showcasing her collection "Madonna in Arts" at the forthcoming CPD. Her inspiration: Madonna sculptures as a symbol of femininity. The importance of women has changed continually over the past centuries but the image of the Madonna has not. In her current collection Ewelina blends this contemporary spirit with female spirituality, tradition and secret symbols. Born in Poland she studied fashion design at the AMD and describes her style as "elegant, flowing and feminine". This combination is also embodied in her award-winning collection "Gloria" featuring dresses in pure silk.

www.ewelinalorenz.de

Ewelina Lorenz: madonna in arts

Ella Haberlach _ Seelenkleid ...

... translates as Soul Dress, a collection designed by **Ella Haberlach** (27). Haberlach studied textile and fashion design majoring in fashion and completed her studies at the University of Reutlingen with a Master of Arts. Her collection predominantly deals with the human desire to depart from everyday conventions. She translates this quest for something special, this escape from the everyday into special silhouettes, colours and materials. Wire structures, randomly burnt-out fabrics and flock prints are aimed at reflecting the inconsistency of feelings and the relationship between man and his environment. The destruction of materials by randomly placed prints that burn out the fabric creates both a contrast and a bridge between skin and surface. Since November 2007 she has been involved in the "simakon" research project as a scientific assistant. This project is an online simulation of bespoke and ready-to-wear clothing aimed at checking clothing fit. At the same time, since 2002 she has been working as a fashion consultant for Joop! She considers achieving the runner's-up prize at "Design am Rhein" an extremely positive response giving her great incentive to carry on with her collection.

Ella Haberlach

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Lisa Tjelma Winkel _ Through the Looking Glass – Inspiration for Spring/Summer 2008

Lewis Carroll's *Through the Looking Glass* served as a source of inspiration for Lisa Tjelma Winkel's 2008 summer collection. As in the book, appearances are also deceptive for designer **Lisa Tjelma Winkel**. Optical illusions in the form of jacquards and intarsia produce dazzling effects. A graduate of Vivienne Westwood's fashion course, her collections prove that outrageous design and first-class styling are not necessarily mutually exclusive. She deliberately chose to have her current knitwear collection produced by a traditional company in Thuringia. Already while still studying Tjelma already received a number of awards and her summer collection 2007 was nominated for the Bunte New Faces Award.

www.tjelma.com

Tjelma: Summer 2008 "Through the Looking Glass"



Silke Bös alias Helen + Paris

Born in Neuss in 1975, **Silke Bös** started her career as a tailor's apprentice with Gesine Moritz in Cologne. After her apprenticeship she began studies at the Academy of Fine Arts in Maastricht where she graduated in fashion design in 2000 with "summa cum laude". She designed costumes for "Suzanna" for the Deutsche Oper am Rhein opera house and then went on to do internship at Strenesse. In the years to follow she worked her way up here to the position of assistant designer in the creative department. 2004 saw her enter a new phase in her career. She established herself as a freelance designer working for various labels and also created her own brand Helen + Paris. Silke describes her style as graphic providing fashion for individualists.

www.helenparis.de

Helen Paris: 2008 Collection



Martina Rogy _ Versatile Creativity

Martina Rogy from Vienna studied at the University of Arts/Central St. Martins College in London and at the ESMOD in Munich and Berlin. She designs fashion for self-confident women who are both emancipated and feminine. Her style is expressed in playful silhouettes fitted with flounces and pleats. She exclusively works with skin-friendly natural fibres such as wool, cotton and silk. Aged 26, she has worked since 2004 as a stylist for a number of photographers, magazines and Viva host Gülcan Karahanci. Together with her design colleague Marcel Ostertag she opened her first store at a high-street location in Vienna in October 2006 and by December 2006 a second store opened in Munich.

www.martinarogy.com

Martina Rogy

For all activities related to organiser of the Igedo Fashion Fairs Düsseldorf, the Igedo Company, go to www.igedo.com

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