

P R E S S R E L E A S E

Simply chic: The new world of womenswear in Düsseldorf

- + CPD with a more modern structure from the summer**
- + Igedo Company concentrating on its core expertise in Düsseldorf**
- + Premium segments the focus in future**

As of summer CPD will have a much more modern structure and in the coming seasons will increasingly pick up what traditionally characterizes the Düsseldorf fashion metropolis: chic, style and sensuality. At the same time, at its home venue, the Igedo Company will in future concentrate exclusively on womenswear and no longer pursue the four-column concept of "Igedo Fashion Fairs Düsseldorf". CPD from 26 to 28 July will thus represent the kick-off for a clear repositioning. New fair segments will present a higher quality and extended fashion range thus showing the specialist trade a comprehensive spectrum of information. Menswear will retain its place in the numerous showrooms in the city and therefore remain a key location factor for the trade.

"In summer the CPD will be presented for the first time with a clearly more modern structure – visually and in particular in terms of contents", explains Mirjam Dietz, Executive Director Fashion at the Igedo Company. "With our concept we will take account of the specialist trade's constantly growing need for information. We will be a reliable trend scout for the sector in that we show the trade at CPD many exciting and fresh collections. In July we will experience a very emotional CPD with a powerful communication range. We have many ideas and the sector can eagerly look forward to them."

Philipp Kronen, Managing Partner Igedo Company, goes on to add: "With the restructuring of CPD we are embarking on a new, long-overdue and no doubt the only correct path. With the clear concentration on womenswear and the corresponding distinct profile, we can once again clearly position ourselves much more effectively on the market. The July fair only represents the first milestone here. The whole process will extend across

several seasons. We are, however, absolutely convinced that our new range will be accepted by the market and thus also be ultimately successful.”

The new segments at CPD at a glance:

Impulse is the new platform for selective premium brands for specially invited buyers.

Italian Suite staged in cooperation with Ente Moda Italia (EMI) presents selected high-quality Italian brands.

Gallery – Here the buyers will find an international collections mix featuring renowned avant-garde designers.

Boutique is the showcase for individual womenswear collections.

Concept 11 hosts the presentation of lifestyle-orientated collections.

Modern Essentials stands for market-powerful collections and also includes the **supersize** and **maternity sectors**.

Decorate – The World of Accessories is the platform for everything which makes a good range something special – from fashion jewellery to high-quality bags and scarves.

The new CPD presentation will be rounded off by an innovative show concept. Under the heading **Showcase Düsseldorf** the Igedo Company will in future present the trends for the coming seasons in a new format.



The market positioning of the Global Fashion sourcing fair is currently being intensively examined in terms of date and venue.

Further information on the developments and trends at CPD will follow shortly.

The next CPD will be held from 26 to 28 July 2009 parallel to Bodylook at the Düsseldorf Exhibition Centre.

Düsseldorf, 1 April 2009

All activities of the Igedo Company can also be found on the Internet at: www.igedo.com
Information on CPD at: www.cpd.de
Information on Bodylook at: www.bodylook.de
Information on Global Fashion at: www.igedo.de/IGEDO/website/deutsch/global

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