

PRESS RELEASE

Well Prepared: 1,450 Collections at the Igedo Fashion Fairs

+ “Leverage trade fairs as information platforms”

+ CPD focuses on individuality

+ HMD presents wide variety of menswear ranges

+ Global Fashion even more international: 320 exhibitors from 20 nations

The Igedo Fashion Fairs held at the Düsseldorf Exhibition Centre from 1 to 3 February 2009 are well prepared with 1,450 exhibitors and collections presenting their current lines for the 2009/2010 Autumn/Winter season at the three trade fairs CPD (Womenswear), HMD (Menswear) and Global Fashion (Sourcing, Private Label and Contract Manufacturing) in Halls 5, 7, 9, 10, 11 and 12. Like the fashion market as a whole the Igedo Fashion Fairs Düsseldorf are acting within the context of the current economic setback and cyclical downswing.

“The situation for retail and industry is currently anything but easy,” explains Igedo CEO Philipp Kronen and warns that retailers must now not bury their heads in the sand. Instead, they should attract their clients’ attention with innovative retail strategies and new brands. He adds: “Information and dialogue can be a life assurance in times like these. Only those exchanging ideas on and grappling with the latest developments can turn the crisis into an opportunity. Here, trade fairs are a powerful information and communication platform. At the Igedo Fashion Fairs Düsseldorf buyers find many brands to “upgrade” their ranges and turn them into something special. This is the only way for retailers to stand out from mainstream retail.”

In addition to numerous fashion shows in the exhibition halls and Fashion Theatre the complimentary “Order-Info” seminar for trade fair visitors organised by the German Fashion Institute and the Textilwirtschaft magazine on Sunday morning will provide a particularly well-founded and comprehensive outlook on the coming season thereby giving buyers assurance for their orders.

CPD focuses on individuality

Held as part of the **Igedo Fashion Fairs**, CPD from **1 to 3 February 2009** will enter the new season in a straightforward, compact and well-prepared format. Boasting a total of 1,040 exhibitors and collections (including more than 70 new brands) CPD will continue to provide reliable momentum for the industry and competent guidance concerning the latest fashion trends for visitors on the three days of the exhibition. It offers the opportunity to develop new markets and clearly outline quality, price and service benefits. Exhibitors, visitors and sector experts can use CPD not only to compare trends but also to boost their export business.

At CPD fashion vendors showcase a wide range of womenswear lines from classic to modern and from progressive to avantgarde. The creative backbone will be the completely revamped **Avantgarde Gallery in Hall 9**. In a prime location right next to the entrance concourse Nord, concept stands will make for a consistent hall design while ensuring unrivalled exposure for over 60 international collections. The new transparency of Hall 9 also sets the trend for the future optimisation of the interior design of all CPD halls. The Avantgarde Gallery awaits visitors with an exclusive blend of collections from home and abroad with each label placing great emphasis on individuality thereby giving each range a special touch.

Alongside renowned collections such as Anja Gockel, Beate Heymann, Peter O. Mahler, Anett Röstel, Sarah Paccini and Ivan Grundahl young designers like the two Russians Lilia Poustovit and Viktoria Savvateeva will also be presenting their new creations. Showing for the first time at the trade fair will be the Cypriot designer **Kyriaki Costa** from Nicosia. Her creations address women who love to dress in sexy, sensual and elegant outfits.

The **“Boutique”** area – also situated in **Hall 9** – joins the concept stand area with design-driven collections. Here labels like Lauren Vidal, Cut Loose, Simclan, Vetono, Annikki Karvinen and Elemente clemente will be on display.

The **“Forum Accessoires”** – also in **Hall 9** – will showcase a multitude of prime designer collections. From bags, belts, jewellery, shawls to shoes just about everything will be on show. Here high-quality designer labels such as Petra Meiren, Owa-Moden, Coeur de Lion and Langani can be found.

Buyers seeking to add the finishing touches to their fashion assortment for the current season will be catered to at the “**Accessories Direct**” area in **Hall 7.0**. Here suppliers such as Logo, Krikor, Pees, Spiegelbild and Italca will ensure a diverse array of high-quality fashion accessories.

In the “**Accessories Order**” area in **Hall 10** the likes of Codello, Passigatti, Fiorelli, Roeckl, Seeberger and Abro will be represented as well as first-time exhibitor Pasa Sport.

High-end lifestyle and extraordinary creations for New Womenswear will be exhibited by international labels in the “**Concept 11**” area in **Hall 10**. These collections target young women who love the limelight and attach importance to extraordinary design. Featuring once more will be the young, electrifying labels Espresso from the Netherlands and Peppercorn and Oxmo from Denmark. German brand Mauritius specialising in leatherwear will be showcasing its innovative collections at “Concept 11” for the first time. Other newcomers to CPD include the brands Fred Sabatier, Teddy, Pierre Artoff and Tonickx.

The niche segments “**Supersize**” and “**Maternity**” will be featured together in **Hall 11**. CPD boasts Europe’s largest selection ehre including the leading supersize manufacturers. “Large sizes” are a key segment since they hold a high growth potential for fashion retailers – both as additional sizes and for focused suppliers in the niche market. Well-established names like Elena Grunert, Chalou, Doris Streich and Brand will exhibit in the Supersize area alongside young lines such as Non Stop, Exelle, Yoek and Mind. In the Maternity area market leaders like Noppies, Esprit Maternity and Queen Mum from the Netherlands or Bellybutton from Germany will propose modern lines for fashion-conscious mums-to-be.

HMD presents versatile men’s fashion ranges

With a total of 90 exhibitors HMD presents a versatile menswear selection. Well-known fashion labels rub shoulders with trendy newcomers still seeking to become established on the fashion market. Garments range from suit collections, shirts, knitwear to casualwear and even supersize.

With HMD the Igedo Company has once again succeeded in presenting the widest possible mirror-image of the market thereby responding to the requirements of the

sector. Export customers, in particular, use this trade fair for “one-stop shopping” of all ranges.

Also new is the location of HMD: The latest menswear ranges will this time be presented right next to the Fashion Theatre in **Hall 12**. This means that HMD moves even closer to CPD and the Fashion Theatre.

“Galleria Uomo” with its exclusive hall design has high-end designer fashion and numerous Italian labels with exquisite men’s fashion in store for buyers. International firms such as MG Boy’s and the shirt specialist Camiceria Lucy will be exhibiting collections in the high-priced men’s segment.

A frequent attendee at HMD is Dorani; this time the company will be featuring its new, young DU4 label which this season focuses predominantly high-fashion shirts with 2-button collars. Hajo-Strick, the experts in casual leisurewear, and the specialist suit and jacket company Ferkinghoff are “must-have” exhibitors at HMD.

But numerous first-time exhibitors are also showcasing their innovative creations here, too. Living World offers multi-faceted menswear – from sporty-casual all the way to classic elegant suits. Knitwear specialists Maglifico Carnevale are represented at HMD with their two labels Carnevale and Cashmere. Another newcomer is the Portuguese firm Acorfato with trendy and casual suits for fashion-conscious men.

Global Fashion even more international: 320 exhibitors from 20 countries

Global Fashion continues to be one of the few truly international top destinations for global sourcing management. Europe’s leading trade fair for Sourcing, Private Label and Contract Manufacturing will present 320 exhibitors from 20 countries covering a comprehensive array of products. Exhibitors come from Bangladesh, Bulgaria, Canada, Egypt, Germany, India, Italy, Latvia, Lithuania, Macao, Morocco, Nigeria, Pakistan, Panama, the People’s Republic of China, Portugal, Serbia, Taiwan, the Ukraine and the UK (including Hong Kong).

The **“Global Exclusive”** area has seen a very positive development since its inception in July last year. Selected producers from Bulgaria, Egypt, Latvia, Portugal, the UK, Ukraine and other countries are presented here in a high-quality setting. These include Brandsmile from Bulgaria, a producer of high-quality women’s

outerwear, Marco Apparel from the UK, an established supplier of women's fashion to the world's largest retail companies, denim specialist El Halal from Egypt and Sia Ljuvek from Latvia with functional, weatherproof down jackets and trousers, to name but a few. All exhibitors in the "Global Exclusive" segment share a high-quality product range, short-term delivery capabilities and – above all – a willingness to accept small orders.

This time "Global Exclusive" will be enhanced by companies from Serbia and Morocco. Both countries celebrate a premiere at Global Fashion. The six Serbian exhibitors all produce women's and men's wear and wish to score and win over retail and industry buyers with short and flexible delivery periods, competitive prices alongside attractive value for money and good quality thanks to factories equipped with state-of-the-art technology and manned with highly knowledgeable staff.

Likewise, the Moroccan suppliers would like to attract buyers' attention at Global Fashion: for instance Cabilux presents almost the entire palette of apparel – from sleepwear to homewear and from women's and kids' to men's sportswear. Dounitex specialises in shirts and blouses, supplemented by pyjamas and corporate clothing. Boasting a manufacturing capacity of approx. 10,000 garments per day, Interlinge is not only a supplier well-known to European bodywear and lingerie brands but also well-versed in the production of niche products like maternity wear, sportswear and swimwear. Sportswear and functional/protective wear/protective vests can be found at the Vetwear stand.

In addition to the familiar, extensive ranges at Global Fashion information does not fall by the wayside either. Another highlight at Global Fashion – extremely informative and well-attended time and again – is the seminar of Hermann Fuchslocher Unternehmensberatung. This consultant's seminar held at the Global Fashion Lounge on Monday, 2 February 2009, from 4.30 to 5.30 pm, will focus on brand-new information on sales opportunities in Europe.

Under the heading "European Volume Market – New Entry Opportunities" Hermann Fuchslocher will present comprehensive facts and figures on the key requirements and terms and conditions made by European industry and trade buyers. He will give potential suppliers from non-European countries valuable tips on how to best please buyers and fulfil their wishes. The seminar will be in English.

Düsseldorf generates Synergies

A key element of the “Düsseldorf approach” is also to generate synergies for retail. Full-range suppliers, in particular, are clearly benefited by this condensed and comprehensive overview in one and the same place. Commenting on this Philipp Kronen says: “Buyers’ time and budgets in this already short ordering phase is very limited. No retailer wants to visit dozens of trade fairs and showrooms to obtain a representative fashion overview. The demand for a compact, cross-segment information and order platform is therefore as high as ever. We offer the market an efficient platform here.”

On account of this focus the Igedo Fashion Fairs Düsseldorf – as information and procurement pool – also act as an export driver. More and more buyers from Eastern Europe love to travel to Düsseldorf to place their orders here – and figures are rising. For brands with an international focus the Igedo Fashion Fairs – alongside their own showrooms – are therefore a good place to be to meet new customers. With its clear-cut profile the Igedo Company underscores its aim of serving the sector as a reliable and dependable partner.

1 to 3 February 2009 will see a total of 1,450 exhibitors and collections from 46 countries present their latest designs for the 2009/2010 Autumn/Winter season at the **Igedo Fashion Fairs Düsseldorf**.

Düsseldorf, 15 January 2009

All activities of the organiser of the Igedo Fashion Fairs, the Igedo Company, can also be found on the Internet at: www.igedo.com
Information on CPD at: www.cpd.de
Information on HMD at: www.herrenmode-duesseldorf.de
Information on Global Fashion at: www.igedo.de/IGEDO/website/deutsch/global

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