

CPD SIGNATURES CLOSES WITH POSITIVE RESULTS



- 12,300 TRADE VISITORS
- STRATEGIC CHANGE INITIATED

The last **CPD SIGNATURES** closed with positive results. 12,300 trade visitors used the trade fair to place orders with 408 exhibitors.

With this a 30-year era is drawing to a close. Despite difficult market conditions CPD has been the figurehead for Düsseldorf as a fashion location over this long period. From summer 2012 everything will change now. A first impression was given to the exclusively invited guests of "The Move" party held on the evening of the first day of the trade fair at the Areal Böhler. The Igedo Company parts with the Exhibition Centre and is looking for an exciting challenge at the Areal Böhler in Düsseldorf Oberkassel.

28 – 30 July 2012 will see **THE GALLERY DÜSSELDORF** being held at Areal Böhler for the first time. Boasting a sharper profile this format will be presented in freshly renovated factory halls on a total area of 12,500 square metres. The new order event will present high-quality designer and avant-garde collections alongside contemporary womenswear and accessories all targeting independent specialist retailers.

"It is with mixed feelings that the Igedo Company now finally parts with the Exhibition Centre and the name CPD," says Philipp Kronen, Managing Partner of Igedo Company, adding: "At the last **CPD SIGNATURES** we have delivered a proper and professional event once again on the fair grounds. But in the long run we could not go on like this. This is also why we decided in view of Düsseldorf as a fashion location to launch a new format with a new venue."

Subscribing to this Mirjam Dietz, Executive Director Fashion, says: "With the move to the Areal Böhler we part with many familiar habits and open up for something new. As Igedo Company we continue being committed to Düsseldorf as a location, which is particularly attractive thanks to its diversity of ranges and therefore a fixed contact point for specialist retailers and this is meant to remain unchanged. With this event we offer an appealing temporary platform serving as a complement to the Showrooms."

Düsseldorf, February 2012

All activities of the Igedo Company can be found on the Internet at:
Information on The Gallery Düsseldorf at:
Information on The Gallery Berlin at:

www.igedo.com
www.the-gallery-duesseldorf.com
www.the-gallery-berlin.com

Contact:
Igedo Company GmbH & Co. KG, Messeplatz, 40474 Düsseldorf

Press Officer
Stephanie Muscat-Bruhn
t +49(0)211/4396-488
f +49(0)211/4396-398
e-mail: muscat@igedo.com

Press Assistant
Verena Lichter
t +49(0)211/4396-397
f +49(0)211/4396-476
e-mail: lichter@igedo.com