



PRESS RELEASE

BODY LOOK

International Trade Fair for Body, Beach and Legwear (27-29 July 2008)

Important returnees strengthen Body Look

Body Look, Germany's only international trade fair for body, beach and legwear, starts for the first time from the pole position with its new concept and move into hall 9 at the Düsseldorf fairgrounds as part of the Igedo Fashion Fairs, which take place from 27 through 29 July 2008 in Düsseldorf.

The conceptual focal point of the upcoming event will be the new hall design. To this end the hall will be successively redesigned. An atmosphere of wellbeing will be created with the help of the organisation and emotional elements such as lounges, catering and a newly designed beachwear area in front of the hall. Starting with this summer's event, it will be further developed with each subsequent fair.

"The new concept has met with very positive resonance overall from both industry and commerce," states Angelika Grammozi, Body Look Project Director. "We are especially pleased that we have been able to convince so many to return to Body Look, including Rösch with the labels Creative Culture, Daniel Hechter and Louis Feraud; Van de Velde with Marie Jo; Eva B. Bitzer with Fürstenberg; as well as Taubert. It's important for the industry to work together."

Already, 200 exhibitors from more than 20 countries have committed to the summer edition of Body Look. Next to the returnees, the following renowned exhibitors will be present at Body Look: Princesse Tam-Tam, Goldfish, Implicite, Atlas with Joop! and Tiger of Sweden, Hop Lun with Sixty Eight, No Romeo, O-Luxury and O-Beach, Palmers Deutschland with Lejaby, Elixir de Lingerie and Rasurel, Juliel Klosseck with Dynamico and Bad Hersfelder Dessous with Gattina, John Galliano, Kenzo, Christian Lacroix, Chantal Thomass, Janet Reger and Rebecca, Huit and Diesel to name but a few. Moreover, the beachwear segment, especially important in summer, can crow with big names such as Maryan Beachwear, Gottex, Seafolly Australia, Parah, Riedl, Je Suis, Pain



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de Sucre, Gluman and Magistral. New collections such as to be and Kymare will also be shown.

The supporting programme again promises to provide significant added value for visitors. The Innovation Forum, an indispensable tool for industry and commerce, revolves this time around the topic "Partnership between Industry and Commerce—a Collective Look at the End-Consumer", closing with a collective dinner at Schnellenburg on the eve of Body Look. Due to numerous requests from industry and commerce, the Innovation Forum will begin at 4:00 pm.

At the actual trade fair, two different fashion shows with the theme bodywear and beachwear will take place twice daily on the Body Look stage. The lectures on the topic of trends for spring/summer 2009 will be supported by a special trend zone in the entrance area of hall 9.

One Body Look highlight will be the Maryan Mehlhorn show, THE NEW LOOK, taking place on Monday of the fair. In this show Maryan Mehlhorn presents her new label appearance and the new collections for summer 2009 exclusively for the trade audience.

Last but not least, the traditional Body Look party, the industry networking event, will take place on Monday evening—this time at the Malkasten.

Approximately 1,800 exhibitors and collections are expected in the halls of the Düsseldorf fairgrounds and in Düsseldorf Fashion House 1 + 2 for the Igedo Fashion Fairs Düsseldorf. "Once again, visitors of the Igedo Fashion Fairs can expect a comprehensive selection of exciting collections. The Igedo Company emphasises its function as a reliable partner in the market, in a concentrated effort to strengthen Düsseldorf as a location," explains Frank Hartmann, Managing Director of the Igedo Company.

You will receive further information on the Igedo Fashion Fairs Düsseldorf prior to our opening press conference on 25 June 2008.



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Further information on the activities of the Igedo Fashion Fairs organiser, the IGEDO Company, can be found on the Internet at:

Information on CPD at:

www.igedo.com

www.cpd.de

Information on HMD at:

www.herrenmode-duesseldorf.de

Information on Body Look at:

www.body-look.de

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