

## **P R E S S   R E L E A S E**

### **BODY LOOK**

#### **International Trade Fair for Body, Beach and Legwear (27 to 29 July 08)**

#### **+ Body Look to take advantage of pole position at upcoming Igedo Fashion Fairs**

#### **+ New concept received very well by the industry**

#### **+ Work and communication platform for 350 brands**

There's a breath of fresh air in the Düsseldorf exhibition halls. Body Look, Germany's only International Trade Fair for Body, Beach and Legwear, is getting an all-round facelift in time for the Igedo Fashion Fairs Düsseldorf (27 to 29 July). The conceptual changes, introduced to the industry by the Body Look Team over the course of the past weeks, are being very well received. Igedo Company expects that approximately 220 exhibitors will present a total of 350 brands at the 15<sup>th</sup> edition of Body Look. Among the confirmed participants are labels such as Anita, Bruno Banani, Charmor, Diesel, Dorina, Dynamico, Jockey, Lisca, Nina Ricci, Nina von C., Olaf Benz, Princesse Tam Tam, Sassa, Simone Pérèle, Susa, Taubert or Ulla. The swimwear segment, which is an important component of the summer event, is expected to be very well represented by labels such as Crool Summer, Fürstenberg, Gottex, Je suis, Maryan Beachwear, Riedl, Pain de Sucre, Parah and Seafolly.

For the first time, Body Look will take advantage of pole position at the upcoming Igedo Fashion Fairs. In connections with its move to hall 9, the trade fair is being held close to the north entrance, which is used to access the exhibition grounds by more than 80 percent of the buyers and trade fair visitors. The independent character of Body Look is emphasised by a clearly designed Welcome Area.

At the same time, there will be some changes in the hall layout, as well. The objective of the new concept is to allow visitors a quick overview and easy orientation. By the same token, the communicative character of Body Look will be strengthened, new impulses will be set for the retail sector and a comfortable atmosphere will be created.



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In addition to the hall layout, the team supporting Director Kirstin Deutelmoser and Project Director Angelika Grammozi will intensify primarily the retailer marketing and the visitor services. The fashion shows, the innovation forum, held on the day before the fair, a newly created VIP approach for the key account business, an all-round worry-free package including hotel arrangements as well as a complete review of the address data will be at the core of activities in July. Geographical focus areas are the Benelux countries as well as the Eastern European countries.

“The industry wants a place where it can meet at the beginning of the season and maintain and expand its networking activities,” Kirstin Deutelmoser, Director Body Look with Igedo Company, summarises the talks held over the course of the past weeks. “And nearly everybody agrees that this place can only be Body Look. Our new concept reflects the wishes and needs of industry and retail trade, and now both sides are working on leading Body Look to a new position of strength.” Deutelmoser appeared convinced that this could be achieved in the short term, if all participants were to pull together. “The talks have encouraged us to continue on the path we have chosen. I am looking forward to exciting times in the industry and am glad to again be part of this ‘family’.

Düsseldorf, 21.04.08

Further information on the activities of the IGEDO Company, the organiser of Igedo Fashion Fairs, is available online at:

Information on CPD is available at:

[www.igedo.com](http://www.igedo.com)

[www.cpd.de](http://www.cpd.de)

Information on HMD is available at:

[www.herrenmode-duesseldorf.de](http://www.herrenmode-duesseldorf.de)

Information on Body Look is available at:

[www.body-look.de](http://www.body-look.de)

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