



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 2008)

15th Innovation Forum Body, Beach & Legwear on 26 July 2008 in Düsseldorf

Partnership of Industry & Retail – Looking towards End Users Together

For the 15th time now the Innovation Forum Body, Beach & Legwear will be held on the eve of Body Look, 26 July 2008. Organised at the Düsseldorf Exhibition Centre the Innovation Forum will this year focus on the theme “Partnership of Industry & Retail – Looking towards End Users Together”. Experts will share their knowledge on successful joint action. The speakers will report on professional vendor-managed sales areas, growth-oriented range policies, regional outdoor advertising and the basic values of partnership. To round off the talks delivered there will be a concluding themed dialogue with all speakers. The Innovation Forum will be hosted by Eva Ullmann, who founded the German Institute for Humour in Leipzig in 2005.

Theme 1: “Partners on the Sales Floor: Retail Fashion Planning – the POS from the Retailers’ Viewpoint”

Matthias Schafhauser, b_werk Markenarchitektur GmbH, Metzingen

Matthias Schafhauser reports on retail fashion planning. It is high time for retailers to invest in their own brands. Retailers should return to their own brands thereby sharpening their profile. Not the logo is decisive but an independent identity and core messages paired with professional area management.

Theme 2: “For a Strong POS: Growth-oriented Range Policies”

Carl Blauen, Carl Blauen Unternehmensberatung, Cologne

Carl Blauen will speak about growth-focused range policies. He explains why actually existing sales potential at the POS is insufficiently exploited.

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Based on his experience underwear and lingerie retailers often fail to generate additional sales because their ranges lack focus. Another topic he will address is the optimised management of NOS systems where range-related growth potential can be tapped into irrespective of fashion and trend.

Theme 3: "Communication beyond the POS: Opportunities offered by Regional Outdoor Advertising?"

Claudia Weber, Wall AG, Berlin

Claudia Weber, employed with Wall AG since 2003, will outline the various opportunities for and possibilities of regional outdoor advertising. She will present creative outdoor advertising ideas for local retailers as well as cooperations between retailers and manufacturers with the help of case studies for one-off activities, medium-term concepts and cross-media solutions. Furthermore, she will demonstrate that outdoor advertising is indeed also affordable with smaller budgets.

Theme 4: "Basic Values of Partnership: Recipes for Failure! Or: How to Foil Good Partnership in the Long Run"

Heinz - Josef Nötges, Nötges & Partner, Paderborn

Heinz Josef Nötges, General Manager of Nötges & Partner GmbH and author of several books, will provide "Recipes for Failure" between industry and retail and also propose improvements not to be ignored for successful cooperation. He will lecture on theories for conflict management and managing crises between industry and retail. These not least include respect in cooperation, responsibility, the ability to reach a compromise, general rules for cooperation and healthy mistrust.

The Innovation Forum will conclude with a reception and dinner at the Restaurant Hotel Schnellenburg. Here the sector will have the opportunity to exchange on the lessons learnt and to get into the mood for the imminent trade fair weekend.

Düsseldorf, 17 July 2008



All activities related to the organiser of the Igedo Fashion Fairs Düsseldorf, 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 Body Look at: www.body-look.de

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