

P R E S S R E L E A S E

The Igedo Fashion Fairs Düsseldorf sharpen their image

Broad assortment thanks to 1,750 exhibitors and collections

“Retail should not hide its head in the sand”

Fashion words are in. The current trade fair season could be “anti-cyclic”. With cautious consumers, sleepy sales numbers, full warehouses and lowered limits, retail is not exactly particularly order-happy at the time. At the same time it is also clear that retail needs to set strong impulses in order to reanimate consumers from their end. Today more than ever, trade fairs such as the Igedo Fashion Fairs Düsseldorf offer all forms of commerce a powerful platform for learning about current trends, discovering developments, gathering inspiration and finally for giving stimuli.

As the most important platform for women’s and menswear, body, beach and legwear, as well as accessories, the Igedo Fashion Fairs Düsseldorf wish to set a positive example. The organiser, the Igedo Company, expects approximately 1,750 exhibitors and collections, there to present the trends of the coming spring/summer season 2009 at the four fashion fairs CPD, HMD, Body Look and Global Fashion, from 27 through 29 July 2008 at the Düsseldorf fairgrounds. With this the number of collections shown remains stable compared with last year’s event. The approximately 100 new exhibitors include Espresso, Art & Business, MDC Sportswear, Lanius, Peppercorn, Oxmo, Monique Leshman, Remei, Errorist, Kymare and Banana Moon. RedGreen is returning. The Düsseldorf fairs have especially been able to sharpen their image in special segments (see separate press releases). Nowhere else in Germany is there a larger fashion offering than in the fashion metropolis Düsseldorf during the Igedo Fashion Fairs. In addition, several hundred labels present themselves to buyers from around the globe in the 900 showrooms in the city.

“Once again we have invested a large amount of energy in international visitor marketing, because we know that the industry is currently sailing against the wind. Retail must not hide now. Rather, it should see the current situation as an opportunity and optimise its assortment as well as its sales strategy,” explains Igedo Managing Director Frank Hartmann. “It would not be right to hide your head in the sand because of the past months. Anyone relying on their regular suppliers now becomes more commensurable and with that less able to survive in a tough price and predatory competition.” As hard as it may be, retail needs to look ahead and not play it safe, Hartmann continued. Bold new labels could be the key to success.

- 2 -

The shops need new fashion. "In Düsseldorf and at the Igedo Fashion Fairs, buyers find several labels to upgrade his assortment and turn it into something special, something different than his competitors offer. With our clearly structured trade fair segments, we depict the market in its entire depth, bringing all important retail partners from the entire world together. With special offers such as our new Trend Zone, we hope to inspire retail and show it new developments."

In spite of the constant number of exhibitors, the Igedo Company has designed a more compact hall layout in order to optimize paths for the buyers. In July halls 4, 5, 7, 9-11, 14 and 17 will be occupied. The Fashion Theatre will again be located in hall 12, and the very successful design area, the Fashion Gallery, returns to hall 14 on request by the exhibitors.

Düsseldorf creates synergies

An important key in the Düsseldorf concept is developing synergies for retail. More and more, buyers are utilising the existing correlations between the four independent trade fairs at the Igedo Fashion Fairs. Buyers attending CPD also visit Body Look and HMD with great interest. And vice versa. Full-line distributors especially benefit from this compressed and comprehensive overview in one location. "The buyers' time and budgets is very limited in the extremely short ordering season. No buyer wants to visit dozens of trade fairs just to gain a halfway representative overview. The need for a compact, cross-segment information and order platform is stronger than ever. We will continue on this path."

With this orientation, the Igedo Fashion Fairs—as an information and sourcing pool—are also strengthening their function as an export motor. Especially buyers from Eastern Europe are travelling more often to Düsseldorf to place their orders there, with an upward tendency. The Igedo Fashion Fairs, along with their showrooms, are a good place for internationally oriented labels to meet new customers. With its clear profile, the Igedo Company underscores its desire to be a reliable and predictable partner to the industry.

Comprehensive supporting programme provides orientation

Next to the diverse fashion assortment, the Igedo Company's extensive supporting programme offers orientation and entertainment as always. Here an overview of several highlights:

- 3 -

Designer masques, trend shows, award ceremonies, informational events and parties provide pure entertainment and infotainment, as well as complete trend information. More than **50 shows and events** take place in the Fashion Theatre, on the Body Look show stage, in the Catwalk Café at Fashion Gallery and in other locations at the fairgrounds and in the city. Admission to the fashion shows, lectures and trend seminars are for Igedo Fashion Fairs customers free of charge with very few exceptions. An up-to-date show calendar will be published in a timely manner before the trade fair opens.

The necessary glamour factor is once again provided by parties in the city, such as the **Vogue Cocktail**, the **Petra Fashion Award** ceremony, the **Bunte New Faces Award** or the **Canon Award** ceremony.

Power of D.: events, service & more

“Power of D.”—the slogan for Düsseldorf, the fashion metropolis—stands for the lifestyle of all fashion labels that are present in the city during the Igedo Fashion Fairs. Simple and easy to find: The Power of D. Navigator—the official trade fair catalogue—lists the companies at the fair, in the Düsseldorf Fashion House and in the showrooms. The Igedo Shuttle Service from the fairgrounds to the fashion stations simplifies movement within the city. Further services during the Igedo Fashion Fairs Düsseldorf include individual travel packages for buyers from around the globe, offered in cooperation with DMT – Düsseldorf Marketing & Tourismus GmbH, that ensure comfortable, easy and fast travel via air, train or automobile. A popular and traditional service with the trade fair ticket: Free admission to all museums in the city during the trade fair with the integrated Düsseldorf Art.Card. An additional advantage is the free use of all public transportation vehicles in the Rhein-Ruhr and Rhein-Sieg transport systems.

Düsseldorf, 25 June 2008

All activities of the Igedo Fashion Fairs Düsseldorf organiser, 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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