

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

Igedo Fashion Fairs Düsseldorf from 27 to 29 July 2008

Out of the halls and off to the beach: in the new "Little Italy" segment over 30 designers will be presenting lively young fashion in the open air

The Igedo Company will be bringing Italy's beaches to Düsseldorf, transforming the areas between the exhibition halls at the Igedo Fashion Fairs into a real holiday oasis. Lined up along fine-grained sand will be turquoise, wooden beach huts, umbrellas and deckchairs with the delicious smell of pizzas and pasta wafting through the air. Refreshment will not just come in the form of Italian gelato but also a swimming pool while a DJ spinning tunes on the turntables will provide just the right party music. Italy in miniature form offering visitors not just relaxation but obviously also trendy fashion.

More than 30 innovative designers and fashion labels will be presented by the Igedo Company along with initiators Eddi and Margitta Mackowiak amidst this vibrant mix of delicious smells and colourful impressions of the dolce vita. Awaiting visitors will be young, independent-style fashion, lively collections and fun accessories. Everything from bags, shoes, jewellery and blouses to lingerie and original T-shirts will be featured here. For instance, the "Zweitragt" label from designers Carolin Paintner and Nina Nwaisern will present playful women's outerwear distinctive thanks to selected details from historic originals from times past. Lotte Voss, on the other hand, focuses on fun badges and T-shirts as well as long-sleeve tops and scarves.

Also part of the "Little Italy" world is Bianca Collin. With her label Bicolli she creates children's, women's and men's T-shirts that express her love of animals: each garment features a print of an animal accompanied by an original slogan. The company Unique Fashion, however, presents hats and watches by Red Monkey. These trendy timepieces with leather straps very much in the spirit of rock 'n' roll were also worn by Hollywood actor Brad Pitt in one of his films.

"Dirty but Excellent" focuses on upgraded leather jackets with colourful motifs and "Zinnober" presents original bags with floral motifs and prints of old photos.

Just in case the weather turns out rainy rather than Italian little tents will offer visitors and exhibitors shelter from the wet. And when the exhibition halls close there will be an open-ended party at "Little Italy" with music and a happy hour from 6 pm (on the Sunday and Monday of the fair only) with glasses of chilled Aperol and prosecco.

Düsseldorf, 15 July 2008

All activities of the organiser of the Igedo Fashion Fairs, 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

Contact:

Modemedia PR&Events, a division of IGEDO Company GmbH & Co. KG, Messeplatz, 40474 Düsseldorf, Germany

Corporate Spokesman Igedo Company
Thomas Kötter
ph: +49.211.4396.490
fax +49.211.4396.380
e-mail koetter@igedo.com

Press Consultant
Martina Kuchenbecker
ph + 49.211.4396.484
fax + 49.211.4396.373
e-mail kuchenbecker@igedo.com

Press Consultant
Sandra Strzeletz
ph + 49.211.4396.426
fax + 49.211.4396.373
e-mail strzeletz@igedo.com