

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

Igedo Fashion Fairs Düsseldorf set Fashion Impulses

Wide Range on Offer thanks to 2,150 Exhibitors and Collections

Düsseldorf stakes its Claim as Germany's Fashion Metropolis

After years of reticence optimism is now returning to the German textile retail trade. The country is undergoing an upward trend, the economy is continuing to gather momentum and people are shopping with a greater desire to spend. Germany is once again a greater focus of interest for both national and international producers. International fashion brands now see this as an opportunity to regain the ground lost over the past few years.

As the most important platform for women's and men's wear, lingerie, beachwear and accessories the Igedo Fashion Fairs Düsseldorf are also feeling this positive development. Fair organiser, the Igedo Company, expects around 2,150 exhibitors and collections to present trends for the 2008/2009 Autumn/Winter season at the four fashion fairs CPD Düsseldorf, HMD Düsseldorf, Body Look and Global Fashion held at the Düsseldorf Exhibition Centre from 10 to 12 February 2008. This means the number of exhibiting collections remains constant. New exhibitors include Esprit Maternity, Geox, DEPT, Noa Noa, Andy Thê Anh, Levante, Alba, Grinvest, Derhy, Lauren Vidal and Mayer. Nowhere else in Germany is the fashion range larger than in the Düsseldorf fashion metropolis during the Igedo Fashion Fairs. What's more, further brands are presented to the buyers from throughout the world at the 900 showrooms located in and around the city.

"The Igedo Fashion Fairs are the centre of the fashion business in Düsseldorf. With our clearly structured product segments we present the entire spectrum of the market and thereby bring all key trading partners together from all over the world," explains Igedo CEO Frank Hartmann. "The feed-back from exhibitors is most definitely more positive than only a few seasons ago. Exhibitors are especially upbeat about the international nature of buyers," Hartmann continued.

Despite constant exhibitor numbers the Igedo Fashion Fairs Düsseldorf has initiated a more compact hall layout for the new season. The halls occupied are Halls 4, 5, 7, 9 – 12, 15 and 17.



Commenting on this move Frank Hartmann said: “As part of our incorporation of the ‘Style & Signatures’ segment into our new trade fair project WEARe Düsseldorf (celebrating its premiere from 8 to 10 February in Hall 8b) we have decided to cut down distances visitors have to cover and to relocate the very successful Fashion Gallery from Hall 14 into Hall 12. However, the depth of the range presented will not change in any way.”

Düsseldorf generates Synergies

An important key to the Düsseldorf approach is elaborating synergies for the retail trade. Buyers are now tapping into the existing synergies created between the four independent events at the Igedo Fashion Fairs to an even greater extent. For instance, buyers at CPD also visit Body Look and HMD with great interest and vice versa. Full-range suppliers, in particular, gain significant benefits from this compressed and comprehensive overview at one location. Commenting on this Frank Hartmann said: “Buyers’ time and budgets during the already short order phase are very restricted. No retailer wants to first attend a dozen fairs before gaining a halfway representative overview. The desire for a compact information and orders platform encompassing all segments is today greater than ever. We intend to continue down this road.”

By adopting this approach the Igedo Fashion Fairs, as an information and procurement pool, also strengthen their function as an export motor. Buyers from Eastern Europe, in particular, like to travel to place orders in Düsseldorf and this is an upward trend. And this is also why more and more firms are now using the trade fair itself as a contact exchange in addition to their showrooms. With its clear profile Igedo Company underlines its role as a reliable and dependable partner for the sector.

Comprehensive Supporting Programme aids Orientation

Alongside a varied fashion range the comprehensive supporting programme as ever provides orientation and entertainment. An overview of some of the highlights:

Designer shows, trend shows, awards, information events and parties provide ‘unadulterated’ info and entertainment. The number of shows guarantees thorough trend information. Over 50 shows and events are held in the Fashion Theatre, on the Body Look show stage, in the Catwalk Café of the Fashion Gallery and at other locations around the exhibition centre and the city itself.



The fashion shows, lectures and trend seminars are free to the customers of the Igedo Fashion Fairs. An up-to-date show calendar will be published in good time ahead of the fair.

Providing the right 'glam' factor are parties around the city like the Vogue Cocktail event, Gala's "Lingerie Stars" and the presentation of the GermanFashion Award.

Held in parallel with the Igedo Fashion Fairs Düsseldorf on the Tuesday of the fair is the **Fashion.Day** of the German Fashion Institute (Deutsches Modeinstitut – DMI) to be held at CCD Süd. The event provides a complete picture of the fashion for the 2009 Spring/Summer 2009 season for women's, men's and casualwear – with philosophy, zeitgeist and background, themes, colours, fabrics, styles and accessories. The Fashion Day thus offers the around 700 professionals the basic knowledge they need for the next but one season. The DMI Fashion.Day is therefore a systematic point of departure for visitors' own conceptual ideas.

A trip through the fashion of the past 160 years is offered by the exhibition **"Fashion:Pictures – Photographs from F.C. Gundlach's Collection"** held at the NRW-Forum. The exhibition puts a different slant on fashion photography using 100 photos to show how fashion photography is more than about just illustrating clothing. Visitors to the Igedo Fashion Fairs Düsseldorf can visit this important exhibition free of charge. (www.nrw-forum.de)

Power of D. – Events, Services & More

'Power of D.' – the slogan for the fashion metropolis of Düsseldorf – stands for the lifestyle of all the fashion brands found across the city during the Igedo Fashion Fairs Düsseldorf. Easy and simple to find: the Navigator Power of D. – the official catalogue – lists the firms at the fair, the Düsseldorf Fashion House and the Showrooms. The Igedo shuttle service between the exhibition centre and the fashion locations makes moving around the city easy. Other services during Igedo Fashion Fairs Düsseldorf include individual travel packages for buyers from throughout the world offered in cooperation with DMT-Düsseldorf Marketing & Tourismus GmbH. These packages make travel to the fair by plane, train or car quick, easy, comfortable and convenient. A popular and traditional service in conjunction with the admission ticket: access during the fair to all museums throughout the city using the integrated Düsseldorf Art.Card.



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Another bonus: free travel on all public transport within the networks of the Rhine-Ruhr and Rhine-Sieg transport authorities. Plus much more.

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Information on all the 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

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