

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

CPD from 27 through 29 July 2008:

All facets of womenswear under one roof

Concept area Concept 11 takes off again

Fashion Gallery, Accessories, Supersize and Maternity in the spotlight at CPD

CPD presents itself well positioned from 27 through 29 July 2008 as part of the Igedo Fashion Fairs at the Düsseldorf fairgrounds. Concept areas and special segments that depict the fashion trends of womenswear as a whole are in the spotlight, such as Concept 11, Fashion Gallery, Maternity, Supersize and Accessories. With round 80 new exhibitors and returnee the CPD starts in the new season. Next to the positive developments in sections, the Igedo Company is pointedly developing international visitor management for their trade fairs. Special travel packages tailored to fit specific countries, telephone acquisition and personalised new customer acquirement aid significantly in drawing the attention of the international industry to the Igedo Fashion Fairs Düsseldorf with their four-fair concept.

Theme and style worlds show clear segmentation and provide a trend-oriented offering for the visitor. Exhibitors utilise CPD increasingly as an export bridge to the East European market. This season, CPD especially shows its strength in the concept section for international lifestyle labels, Concept 11, and the Fashion Gallery with high fashion and inner-circle designer labels. Special segments such as Supersize or Maternity that give buyers access to niche areas are especially gaining importance and making CPD the primary platform in North and Central Europe.

Trend Show – Order Info – Trend Zone (NEW): A triad that puts the orientation for specialised trade in a nutshell at the time information density. In cooperation with the German Fashion Institute DMI, CPD reveals tailor-made and fail-safe order information for display windows in spring/summer 2009. The kick-off is "Order Info" from the trade magazine TextilWirtschaft on Monday of the fair. The trends shown here will be visually demonstrated on the CPD runway. Brand new: The newly created Trend Zone in hall 9, directly accessible from the north entrance, offers an emotional entrée to the Igedo Fashion Fairs Düsseldorf. The four "key looks" of the season for womens-, mens-, body- and beachwear are brought closer to the visitor via figurines and oversized photographic murals.



Fashion Gallery in hall 14

As the beating heart of fashion innovations, Fashion Gallery shows the creative and the selective. Fashion pluralism brings change and is a guidepost for buyers who look for and appreciate the unusual. Fashion with a unique personality and a no-compromise signature; established designers, young designers and popular fashion labels combine their unmistakable style with comfort and class. In a prestigious showroom atmosphere, avant-gardists and exclusive designer labels from around the globe present themselves: Anett Röstel (returning), Alexandra Schiess, Anja Gockel London, Artwear, Art & Business (new) - Ludmila Corlateanu, Azizi, BNG, Fashion and More, Francoise Pendville, Ian Mosh, Isabel de Predro, Heide Ost, Monique Leshman (new), MDC Sportswear (new), Sylvia Heise, The Swiss Label and VM Kollektion. Back again: Petra Dieler.

Also back again are the young designers from the "Design am Rhein" competition: Ewelina Lorenz from Cologne, Seelenkleid by Ella Haberlach from Reutlingen, Silk Bös with Helen + Paris from Neuss and Tjelma by Lisa Winkel from Berlin all present themselves at the Design am Rhein co-op booth in the Fashion Gallery. The winners show their current collections in a special fashion show on the large stage, before next season brings a new chance for national and international young talent.

Concept 11 in hall 11

The Concept 11 area offers buyers a mix of looks and labels presenting upscale lifestyle fashion in the New Womenswear segment with their style, their creativity and their innovations. Collections for young, confident women who value design and quality, enjoy staging themselves and see fashion as a part of their personality. Almost completely booked up and meanwhile covering the entire hall width, new label such as Oxmo and Pepperkorn from Denmark are exhibiting here. Also here for the first time is the Dutch label Espresso. At returnee to the fairgrounds, Lanius from Cologne is participating in the concept area. Other Concept 11 exhibitors include labels such as Lysgaard, Noa Noa, Louis & Louisa, Anna Scott, Sandwich and Remei.

Additional New Womenswear labels such as Milestone, Gerry Weber, Geox, Non Stop and trade fair returnee RedGreen round out the section.

Maternity/Kids in hall 10

The market for high-quality, fashionable maternity garments is growing as never before. The CPD theme world offers a comprehensive product line representing a "who's who" of internationally renowned maternity fashion. Market leaders such as Esprit, Noppies and Queen Mum from Holland, La Robe Bleue from Israel and Bellybutton from Germany show trend-oriented collections.



Supersize in hall 10

Whether as a size addition or for a specialty vendor in a nice market, the supersize theme offers attractive growth potential in fashion retail. Meanwhile CPD shows Europe's largest selection with leading manufacturers in the segment. Roughly 20 labels, including Angel Circle, Doris Streich, Ellbi, Elena Grunert, Sallie Sahne, Chalou, Brand and Mind, utilise CPD as a platform. Trends in this niche market will be presented daily in the "Super Size Fashion Show presented by Lègère", the leading supersize trade magazine, on the section's own catwalk.

Accessories Order and Direct – halls 10 and 17

Accessories as top fashion items, used by retail primarily to augment and round out their product line, also attract to hall 10 with attractive calculations. Such a compact presentation of this comprehensive selection, from bags to hats and from jewellery to homewear, can only be found at the Düsseldorf fairgrounds. In their own forum with clean, prestigious booths, companies such as Codello, Passigatti, Schuchard & Friese, Abro, Mayser, Seeberger, Gebeana, Petra Meiren, Langani, Roeckl, Borsalino and Grevi present themselves here. Anyone looking to set final fashion accents for the current season will find them in the Accessories Direct section in hall 17, with exhibitions from such renowned companies as Andree Accessoires, Hans Rehse, Diggers Garden, La Fenice, You's Fashion, Pyramonte and Usinger.

The CPD offerings at a glance

The three core segments Modern Classic, Modern Woman and New Womenswear in hall 11, with their theme worlds Supersize, Maternity/Kids, Concept 11, White, Night and Accessories Order, offer a perfect overview of theme specialisations. Accessories Direct has its own appearance in hall 17. The similarly autonomous Fashion Gallery section with the Inner Circle of exclusive designer labels and the Personality Collections will be located as in the past in hall 14, accessible directly from the east entrance.

Approximately 1,800 exhibitors and collections are expected in the halls of the Düsseldorf fairgrounds and in Düsseldorf Fashion House 1 + 2 for the Igedo Fashion Fairs Düsseldorf. "Once again, visitors of the Igedo Fashion Fairs can expect a comprehensive selection of exciting collections. The Igedo Company emphasises its function as a reliable partner in the market, in a concentrated effort to strengthen Düsseldorf as a location," explains Frank Hartmann, Managing Director of the Igedo Company.



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Further information on the activities of the Igedo Fashion Fairs organiser, the IGEDO Company, can be found on the Internet at:

Information on CPD at:

www.igedo.com

www.cpd.de

Information on HMD at:

www.herrenmode-duesseldorf.de

Information on Body Look at:

www.body-look.de

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