

PRESS RELEASE

Good Mood at the Igedo Fashion Fairs Düsseldorf

- + More than 24,000 trade visitors from 54 countries gathered information on the trends for 2009/2010 Autumn/Winter season**
- + Three out of four visitors rate the fair positively**
- + High numbers intending to return**

It was on a predominantly positive mood that the Igedo Fashion Fairs Düsseldorf at the Düsseldorf Exhibition Centre closed its doors on Tuesday. According to provisional estimates over 24,000 trade visitors from 54 countries gathered information on the trends for the forthcoming Autumn/Winter 2009/2010 season from the 1,450 exhibitors and collections on display. The aisles and stands were very busy, particularly on the first two days of the fair. Attracting special interest were the Avantgarde Gallery, Supersize and Concept 11 areas in the halls of the CPD as well as the show programme. Without visitors to the Body Look trade fair (now only to be held in July as part of the Igedo Fashion Fairs Düsseldorf due to new frequency scheduling), by annual comparison some 2,300 less visitors found their way to the CPD (womenswear), HMD (menswear) and Global Fashion (sourcing, private label and contracting). However, exhibitors thoroughly praised the quality of buyers. Two thirds of visitors came from the management of clothing stores and one in four were even new visitors to the fair. Alongside Germany, the Benelux, Poland, Greece, Switzerland and Spain were among the main visitor countries. Three out of four visitors rated the fair, the displayed trends and the fashion range positively.

“With everything we had been hearing and reading over the past few weeks about the future of the Igedo Fashion Fairs Düsseldorf and the current situation in retail we are more than satisfied with the way the fair went. We had a strong head wind. However, all those already pronouncing our fair dead were taught a lesson. We are still here,” explained Igedo Managing Director Philipp Kronen on the last day of the fair. “Particularly in the halls of CPD the number of visitors on Sunday and Monday was very good. Furthermore, the quality of visitors was high, 80% of whom said they wished to return.”

Looking ahead to the July fairs Kronen said: "Nevertheless, we cannot and indeed do not wish to rest on our laurels with this result. We still have a lot more planned and a whole host of new ideas. Now is when we really go to work. The sector will be hearing from us."

The next Igedo Fashion Fairs Düsseldorf will be held at the Düsseldorf Exhibition centre from 26 to 28 July 2009.

Düsseldorf, 3 February 2009

All activities of the organiser of the Igedo Fashion Fairs, the Igedo Company, can also be found on the Internet at:

Information on CPD at:

www.igedo.com

Information on HMD at:

www.cpd.de

Information on Global Fashion at:

www.herrenmode-duesseldorf.de

Information on Global Fashion at:

www.igedo.de/IGEDO/website/deutsch/global

Contact:

Igedo Company GmbH & Co. KG, Messeplatz, 40474 Düsseldorf

Company Spokesman

Press Officer

Thomas Kötter

Sandra Strzeletz

t +49.211.4396.490

t +49.211.4396.426

f +49.211.4396.380

f +49.211.4396.373

e-mail: koetter@igedo.com

e-mail: strzeletz@igedo.com