

PRESS RELEASE

Igedo Company signs “National Charter of the German Textile and Fashion Sector” as part of the “Life carries Weight” Initiative

Exactly five months to the day after German Federal Health Minister Ulla Schmidt attended the Igedo Fashion Fairs Düsseldorf the Igedo Company and the Minister presented the “National Charter of the German Textile and Fashion Sector” to the public in Berlin. In concert with the GermanFashion Modeverband, the DMI – Deutsches Mode-Institut and the licensed model agencies association VELMA the Igedo Company put together the charter as part of the German federal government’s initiative “Life has Weight – Together against the Slimming Mania”.

With the charter the German fashion sector wishes to send out a clear signal. The aim here is to raise public awareness about a healthy body image and to trigger a change in mindset through joint commitment. The German textile and fashion sector has a variety of very good examples here proving that fashion creativity can go hand in hand with a positive and healthy body image.

“Today we are sending out a signal in the fight against the unhealthy slimming mania. The National Charter of the Textile and Fashion Sector is a milestone. Three major associations and one trade fair organiser in the fashion industry are sending out a clear signal here against unnatural and unhealthy body images,” explained Federal Health Minister Ulla Schmidt at the signing ceremony. “With the charter the German fashion sector demonstrates its social responsibility. I am delighted that the charter consists not only of a declaration but also very specific recommendations. I invite all interested parties in the textile and fashion sector to participate in this joint campaign and to also sign the charter.”

“With each individual signature the German fashion sector will be sending out a signal in the months ahead even though the frequently cited problem of ‘anorexic models’ may not really exist in Germany in that way,” explained Igedo CEO Frank Hartmann in Berlin. “Much more by signing the charter all signatories are admitting their social responsibility. The aim here is to trigger a change in mindset amongst children, young people and adults towards the current ideals of beauty. We must and want to set a good example here.”

Hartmann said he wished to breathe life into the charter with very specific measures. For instance, different body images will already be featured in the fashion shows at the forthcoming Igedo Fashion Fairs (27 to 29 July): So-called “oversize” fashion will also have its own show thereby becoming a firm fixture at the Igedo

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Fashion Fairs. Furthermore, the Igedo Company will undertake to continue its policy of booking models considerably over the set body mass index of 18.5 and aged at least 16 years old. Thirdly, the Igedo Company undertakes to actively promote the charter in the sector, both amongst its exhibitors and beyond the trade fair at all appropriate events.

“The four founding signatories put the charter together with the health ministry. However, we do not want to be an elite group and certainly not a ‘closed shop’,” Hartmann went on to explain. “Far from it: the four initiators should merely start the ball rolling. The charter can also be downloaded from the Internet. We will also be promoting the charter in many personal talks in the weeks ahead.”

The “Life carries Weight – Together against the Slimming Mania” initiative was presented jointly by German Ministers Ulla Schmidt, Ursula von der Leyen and Annette Schavan in Berlin in December 2007. The aim of the initiative is to show solidarity with social groups, amongst other things to question the frequently propagated beauty ideal. As the first targeted convention in this area this charter within the textile and fashion sector will play a key role in the battle against the unhealthy slimming craze. (For further information go to www.leben-hat-gewicht.de.)

The Igedo Fashion Fairs Düsseldorf organised by the Igedo Company are amongst the most important fashion fairs in the world. From 27 to 29 July 1,750 exhibitors and collections from 44 countries will be showcasing fashion for the 2009 Spring/Summer season at the Düsseldorf exhibition centre.

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All activities of the organiser of the Igedo Fashion Fairs Düsseldorf, 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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