

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

Igedo Company appoints Mirjam Dietz as Executive Director of Fashion

Mirjam Dietz (44) is to join the board of management at the Igedo Company. This decision was made at the company's last general meeting. As Executive Director of Fashion Dietz will provide Managing Partner Philipp Kronen with key support in the strategic and conceptual further development of the Düsseldorf fashion fairs from 1 March 2009.

"We have been able to bring back to the Igedo Company a strong figure in the form of Mirjam Dietz. She is deeply rooted in our sector and boasts the very best contacts," explained Philipp Kronen. "Mirjam knows the fashion business inside out and has many exciting ideas and solutions. She is exactly the right person for our company now. I look forward to working with her."

Mirjam Dietz has been a firm fixture in the fashion community for many years now and has developed a large network in the national and international fashion sector during this time. Already from 1990 to 2004 Dietz occupied various positions at the Igedo Company working as a freelance consultant for different customers in the fashion field since then.

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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

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