

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

Fit for the Future: CPD kicks off the season with a new structure

More up-to-date, straight-forward and fresher: At the next Igedo Fashion Fairs from 1 to 3 February CPD will present itself in a different light and with a modern hall design. In close cooperation with London-based design agency JHP, which also works for the British department store chain Selfridges & Co, a trade fair concept was developed that focuses on modern, clear-cut structures and new presentation formats. These show off the exhibited collections to their best advantage while the modern and harmonious look and feel also provides trade visitors with a better overview of the existing ranges.

The new profile is reflected in an up-to-date hall design with a clear focus on the merchandise. February will therefore see exhibitors present their collections in three newly created, clearly delimited fashion segments at four exhibition halls in total.

Via Entrance North visitors will directly enter Body Look (Hall 9) and the new CPD Segment **"Spirit"** in **Hall 10**. There New Women's Wear will be presented with strong brands and trendy, international lifestyle brands. The progressive spearhead will continue to be **"Concept 11"** with a selection of high-street fashion with innovative styling.

In **Halls 11 and 12** design-driven collections in the medium to up-market price ranges can be found, grouped in the second themed area **"Boutique"**. This large fashion segment will also comprise the segments Maternity (maternity and children's wear) as well as Supersize with plus size fashion.

Attached to the Boutique Area, the sub-segment **"Style"** will offer visitors both collections in the high-end to exclusive price genre and evening fashion as well as leather and fur creations.

Also located there is the segment **"Essentials"** featuring new basics and classic coordinates.

The third new segment is the **"Avantgarde Gallery"** in **Hall 13 with its own entrance North-East. Here visitors will find** creative collections in the high-end to exclusive price ranges of national and international designers. The new Entrance North-East will in future serve as a stop for VIP shuttles, buses and taxis to the showrooms.

The world of **Accessories** encompassing bags, belts, jewellery and shawls will be presented in all halls accompanying visitors during their entire visit to CPD.

Also the stands underline the new, clearer structure of CPD: Uniform concept stands that are geared to the relevant fashion segment and yet leave room for individual design ideas. This ensures that visitors will always know in which area they currently are and where to find a specific fashion range. A specially designed routing additionally eases orientation.

“CPD continues to be the driver for the fashion capital Düsseldorf. With the new structure we offer exhibitors and visitors a new, up-to-date concept,” says Frank Hartmann, CEO and President of Igedo Company, and adds: “We will revamp CPD with a far more emotional hall design and newly defined neighbourhoods in order to make the trade fair fit for the future with a view to long-term growth. Our aim is to provide the impetus for retail and industry in tough times and to open new markets for them.”

Düsseldorf, 23 September 2008

All activities of the organiser of the Igedo Fashion Fairs, 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
Information on Global Fashion at: www.igedo.de/IGEDO/website/deutsch/global

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