

PRESS RELEASE

'Italian Suite' brings High-Quality Brands to cpd

+ 'Italian Suite' featuring exciting collections to supplement the range

+ Concept stand area captivates with its Italian flair

+ Foundation for successful partnership with Ente Moda Italia

A great sense of Italian dolce vita will be wafting throughout the halls when the 'Italian Suite' celebrates its debut at cpd from 26 to 28 July. In cooperation with Ente Mode Italia (EMI) the Igedo Company will be bringing high-quality Italian fashion to Düsseldorf. The range here spans clothing and accessories through to shoes – all Made in Italy. The 'Italian Suite' is a central part of the new future approach at the Düsseldorf fashion fair: things will be modern, chic, stylish and sensual over the coming seasons at cpd. And obviously Italian premium fashion cannot be missing here. The new approach will kick off in July.

"The 'Italian Suite' will be a real eye-catcher presenting retailers with fresh and exciting collections," explains Mirjam Dietz, Executive Director Fashion at the Igedo Company. "The collections are handpicked by us in collaboration with the EMI and each one is capable of enhancing a collection. So far we have been very satisfied with the response to 'Italian Suite'. A visit is definitely worthwhile for the retail trade."

The around 25 clothing, shoe and accessory collections participating in July at the premiere of 'Italian Suite' include: Angela Caputi Giuggiu', Bagutta, Bernardini, Bettina, Blu Bern, Corti, Dismero, Etro, H.A.N.D., Kartell with 'Glue Cinderella', Keyté, Kallisté, Paola B, Marly's, Melys, Montereoggi, Sebastian, Tropez, Victory and Vilian.

The 'Italian Suite' segment will be located in a prime position right next to the other new segment 'Impulse' thereby creating a special accent in Hall 9. The collections in the 'Italian Suite' section are particularly highlighted by the linear and expressive stand design



featured here. The segment thus stands for typical Italian products starting with design and creativity through to skilled craftsmanship and production.

Further information to follow shortly.

The next CPD will run from 26 to 28 July 2009 in parallel with Bodylook at the Düsseldorf exhibition centre.

Düsseldorf, 5 June 2009

All activities of the Igedo Company can also be found on the Internet at: www.igedo.com
Information on CPD at: www.cpd.de
Information on Bodylook at: www.bodylook.de
Information on Global Fashion at: www.igedo.de/IGEDO/website/deutsch/global

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