

## PRESS RELEASE

### **Multifaceted and up-to-date: HMD presents a broad menswear assortment**

As the hub for menswear and accessories, HMD—from 27 through 29 July—attracts well-known fashion labels as well as trendy newcomer collections that are establishing themselves on the fashion market and looking to set new accents. Complexity is a major priority on the three fair days. Once again, HMD opens the broad spectrum of menswear to dealers and industry insiders, with everything from classic haberdashers to suit collections, shirts, knitwear and supersize to casual wear and nonchalant, innovative styles.

Numerous new exhibitors are utilising HMD as an international forum to present themselves, such as the young label Errorist from Estonia, which is showing its unique collection in Düsseldorf for the first time. These contemporary garments are trendy, innovative and playful. With a casual, artistic approach, the designers combine striped trousers and tops in green, orange and blue, set cheerful colour accents and show a relaxed overall silhouette. Errorist orients itself toward a younger target group that radiates optimism and prefers things to be casual and unconventional.

New exhibitors are also present in the classic segment. The label "Roma 1950", which is part of Prime Time, has the modern man and successful young executive in mind when creating its suits. The wearer of these high-quality garments likes to combine and prefers the classic Italian style as well as subtle colours. Among the newcomers at HMD are Angelo Saporiti, ECC Couture, Hardtop, Kamro and Mora.

Next to the numerous new exhibitors, several "old friends" will be present at the fair, such as Ferkinghoff, specialist for suits and coats; Torras with its sporty-elegant creations; and Hajo, presenting its laid-back casual wear at HMD. Brühl will also be present with its Black Line, Classic and Orange Line collections.

The supersize segment in hall 5 presents itself multifaceted and well positioned again as well. Exhibitors such as Allsize, Duke London, Ed Baxter, Ahorn Sportswear and Maxfort show their collections for large men's sizes. The company Kamro is present at HMD with shirts for the upscale, trendy casual segment, as well as t-shirt and polo collections. The Cologne-based supplier BB&T shows high-quality terry goods in XXL.



Visitors of the Galeria Uomo, the special segment for high-quality menswear in hall 7.0, will be offered an exclusive premier: At the trade fair, the new exhibitor Rubenstein presents "Mode aus Gold" (Fashion of Gold) for the first time. The Aachen-based company shows high-grade men's shirts sporting a logo of 23.75-carat gold that is applied by hand and is washable at 30 degrees centigrade. The company Laco, also exhibiting in the Galeria Uomo, specialises in fine neckties with much attention to detail. International companies such as MG Boy's, Reiher Mode or the shirt specialist Camiceria Lucy offer additional fashion facets in the high-priced men's sector. The Italian exhibitor Explorer S.r.l. presents its Sail-Exp yachting/marine-wear label, featuring elegant, high-quality sportswear with a marine look.

More than half of the roughly 100 collections shown at HMD come from abroad. Thus, with countries such as Spain, Turkey, Italy, Estonia, France and Great Britain, the trade fair offers a multifaceted fashion mix that encourages multi-cultural industry exchange and promotes international business relationships.

As in every season, the shuttle service established with Gerry Weber will again transport visitors from the fairground station at hall 5 to the showrooms in hall 29 and back.

At the Igedo Fashion Fairs Düsseldorf, approximately 1,750 exhibitors and collections from 44 countries are presented in the exhibition halls at the Düsseldorf fairgrounds and in Düsseldorf Fashion House 1 + 2.

Further information on Global Fashion and the other activities of the Igedo Fashion Fairs organiser, the IGEDO Company, can be found on the Internet at: [www.igedo.com](http://www.igedo.com)  
Information on CPD at: [www.cpd.de](http://www.cpd.de)  
Information on HMD at: [www.herrenmode-duesseldorf.de](http://www.herrenmode-duesseldorf.de)  
Information on Body Look at: [www.body-look.de](http://www.body-look.de)

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