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"Trend Indicator" – who/when/where: www.ordertermine-deutschland.de

Exhibitors have the opportunity to provide their own information "online" to the trade about when and where they present their collections. One tendency has already emerged via the "trend indicator": For the premium label segment, Düsseldorf and Munich rank far ahead of Berlin as order locations. Will all three sites survive? How will the race end?

Düsseldorf-Golzheim – favourite locale of Düsseldorf's current 380 showrooms

Düsseldorf's showrooms are highly centred. 72% are located in D-Golzheim, 13% of exhibitors are based at the MedienHafen, 6% in D-Derendorf and 9% are spread across the city. 13% of the exhibitors are letting temporarily – usually with colleagues. A further 13% prefer hotels and 74% have long-term lease agreements. Over 50 buildings and a net space of around 70,000 sqm currently accommodate some 199 manufacturers and 181 agents. The latter represent a further 800 designers/producers, so that around 1,000 designers/producers in total - i.e. all of the "big names" of the international world of fashion - are present at the "**Showrooms Düsseldorf**".

Shop finder: www.fashion-square-shopfinder.de

The media cover "top fashion brands" and "must haves" – the "Fashion Square Shopfinder" allows interested customers to source within seconds the shop that stocks the sought-after items from a certain collection. This is the big difference:

Customers are familiar with the labels; they are merely looking for the shops that stock "their" labels and can locate them with the help of the "Shopfinder" – world-wide!

Every designer/manufacturer can list their retailers, and every retailer can list all the collections they stock. The listing is free of charge. At present over 2,500 retailers from 40 countries are included with over 1,000 collections.

THE GUIDE - Fashion Showrooms Directory – the information and image brochure

Once again, top fashion designers/manufacturers and agencies are listed in the quadrilingual print issue filled with plenty of details (print run 20,000 – mailed to 9,000 leading European retailers; distributed in Düsseldorf, Munich, Milan, Paris) and all of this information is now also available online, on our Website.

The "GUIDE" features corporate profiles, collections, philosophies as well as the international showrooms and represents an important and comprehensive source of information for the international retail trade.

The "GUIDE" is accessible to the specialised retail trade as well as the press, at no charge, at the following URL: <http://www.fashion-square.net/D/ad.php>

Internet presentation now in 9 languages: www.fashion-square.net

Essential information is published in 9 different languages – in addition to German, also in English, Italian, French, Spanish, Russian, Japanese, Chinese and Arabic.

"THE NAMES" – the new platform

- calls attention to some 1,500 top fashion labels and their respective designers/producers as well as agencies. The collections can be prompted either by using the "A-Z" search function, or by "country". The international fashion community will click on the "Showrooms" button with particular interest: This is where the roughly 1,500 collections from around 1,000 international designers/producers can be viewed, and for the first time there is also an overview of those European fashion metropolises - **Amsterdam, Düsseldorf, Copenhagen, London, Milan and Paris - where the showrooms are located from which these collections can be ordered.**

Some information is currently still outstanding; Düsseldorf provides the most extensive overview of showrooms and collections at the moment.

Shuttle service with Lancia limousines – organised by Fashion Square.

Fiat is supplying several Lancia limousines to Fashion Square for a shuttle service. At the height of the order season (July 26 – 28, 2009) the limousines will be ready for visitors to the showrooms at the order locales. Instead of fixed stops to go to, the drivers of the **"SHOWROOMS DÜSSELDORF - SHUTTLE"** stop at the "show of hand".

Partnering hotels: Special terms for visitors to the "SHOWROOMS DÜSSELDORF"

We have negotiated special terms for buyers with 15 hotels:

<http://www.fashion-square.net/D/partnerhotels.php>

"buying office" Fashion Square (Dubai) & Fashion Square (Moscow)

The business connection between Fashion Square GmbH Düsseldorf and Fashion Square FZE Dubai has been active since 2006. A new office has now opened in Dubai (Airport Free Zone). From here, not only the UAE (United Arab Emirates), but the entire GCC (Gulf Cooperation Council) region, with its roughly 55 million citizens, is supported.

We invite buyers from the Middle East to come to Düsseldorf and accompany them to the individual showrooms by appointment, which we arranged beforehand. We simply take care of everything (ordering, taxation, financial processing, delivery).

Even for the Russian market (Russia and the CIS) a "buying office" is currently in the making in cooperation with Russian partners. The organisation and handling adopts the "Dubai model". A first delegation of buyers will come to Düsseldorf at the end of July.

This "buying office" also markets surplus orders and remnant inventories. The merchandise will be made available exclusively in Russia and the CIS. Kindly contact us if this offer is of interest to you.

Rather than organise a trade fair abroad, we opted for the "buying office" concept:

- Buyers from these countries would like to gain a complete overview of the market and tap into our experience. Düsseldorf offers such an overview, which we support through targeted marketing.
- This presents a welcome endorsement of the fashion city of Düsseldorf and is thus part of our mission.

If you no longer wish to receive this information in future, simply send us an email with "Stop Zusendung" (unsubscribe) in the reference line.