

FASHION SQU ARE DÜSSELDORF

PRESS RELEASE // July 31, 2009

The roughly 380 'Showrooms Düsseldorf' recorded good turnout; growing order figures; satisfied faces throughout

The 'Showrooms Düsseldorf' have been enjoying a generally positive atmosphere since the 10 core order days (24.07.2009 until 02.08.2009) started. Most customers came to Düsseldorf to place their orders in a relaxed state of mind, so the voices from the 'Showrooms Düsseldorf'. *"Our customers did not seem to feel the crunch", confirms Katharina Piaskowski of Issey Miyake. "We are highly satisfied with the launch of our Cauliflower collection on the German market. Our showroom saw a constant high turnout."*

Over the weekend – traditionally the high point of the order season – the showroom operators profited from extremely high sales. *"Never before have we had such a good Sunday for orders", recalls Christine Jahn of Agentur Toepfer. "Business is getting better, and Düsseldorf is picking itself up again."*

Anja Gockel explains with a pleased smile: *"My retailers' sales figures currently reach 90% and we had to extend our regular order period by a day due to the rush of customers to the showroom."*

Nicola Oetker-Hilker (Agentur Basedow) refers: *"We had a good turnout and are satisfied. Contrary to expectations, business was better than last season."*

Adrian Runhof (Talbot Runhof) succinctly details: *"Really great for us."*

"Among Europe's fashion mets Düsseldorf has become a much-regarded destination again due to the 'Showrooms Düsseldorf'," explains Hans-J. Wiethoff, managing director of Fashion Square GmbH (initiator of the Showrooms, PR and marketing service).

The activities at the 'Showrooms Düsseldorf' concentrated on ordering, yet many of the retailers also gained an initial overview of the roughly 1,700 collections available, showcased by some 1,000 designers/manufacturers rooted in the premium segment. The collections are on display at the roughly 380 showrooms operated by some 200 designers/manufacturers and 180 agents on a total area of around 70,000 m². Especially in the vicinity of Kaiserswerther Strasse, where 72% of the showrooms are located, many walk-ins were recorded. And even at the MedienHafen, where 13% of the showrooms are based, and Düsseldorf-Derendorf, which is home to 6% of the showrooms, the majority of exhibitors were satisfied. *"The frequency of customers here was slightly lower, nonetheless we are satisfied with the volume of orders", says Uwe Kauert (Cinque Moda GmbH). At the other 9% of the Showrooms, which are spread across the city, viewings were held individually and by appointment only.*

The showroom scene again recorded some new additions, such as the "Hello Kitty" showroom on Kaiserswerther Strasse. The collection with its high-fashion items appeals to the young retail trade. "Department Fashion" and "Backstage" moved into new premises at the "Four Elements".

And even "Roeckl", a company steeped in tradition, joined the ranks of others on Kaiserswerther Strasse and introduced itself at its new 190 m²-large showroom with a fabulous event. The unique collections – in addition to gloves and other premium accessories, including handbags – are now on display in an appropriate setting.

Several designers/manufacturers opted for 'Showroom Sharing', which helped them to expand their individual clientele this season. Especially when collections complement one another and are not in direct competition, retailers are pleased to experience a diverse offer under a single roof. This allows retailers to source new collections which round off their product range to perfection almost by chance.

"The specialist retail trade is once again focusing on what it does best: the quest for new brands, innovative products and interesting accessories. The vibe in a nutshell: reserved optimism in difficult times, no time for - or not interested in - cultivating gloom", says Michael Schulz of Aco Modeagentur.

German labels such as Michalsky, Kaviar Gauche, Anja Gockel and Annette Görtz also enjoyed a strong rise in orders thanks to their current media presence. *"Customers are placing their orders more cautiously but also with greater intent. It is the strong, familiar collections that buyers rely on nowadays",* says Regis Benabou of mab - modeagentur - Benabou GmbH, and Martin Gerster (Agentur Gerster) adds: *"Established collections fared well; new collections that do not have customers as yet have a hard time."*

Jana Fein, PR and marketing manager at Fashion Square, summarises: *"The tenor becomes clear; Berlin is the locale for show and party; Düsseldorf, on the other hand, is viewed as Germany's number one order fair. Things are rounded off in Munich, and a second set of orders at the "Showrooms Düsseldorf" (29.08. – 01.09.2009) wraps things up."*

Trend indicator from the industry:

- *"It was fun."* (Ella Singh)
- *"We are highly optimistic. Thanks to our tremendous press our desired customers placed a good number of orders."* (Anja Gockel)
- *"Bad times are equally good times. One has to make the best of bad times."* (Bucksch GmbH)
- *"The atmosphere at the showroom was generally positive. Customers were enthusiastic about the collections."* (Katharina Kasenda/K Karl Lagerfeld)
- *"Following a sensational show in Berlin we headed into the new season with optimism and are pleased about the major success of our MICHALSKY and MICHALSKY JEANS BERLIN collections."* (Jana Niemann/Michalsky)
- *"Sales of the winter collection and the order stats for the spring/summer collection are very good since customers have confidence in the Annette Görtz line".* (Annette Görtz/Görtz-Welsch Modedesign GmbH)
- *"Very innovative, Düsseldorf will continue to be successful. We need Düsseldorf in any event as an order platform."* (Gabriele Frantzen/Best of 19)
- *"We had good days and chalked up well."* (Barbara Lohmann)
- *"We are very satisfied and did good business."* (Reinhard Haase/Unifa GmbH)

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