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**FASHION SQUARE DÜSSELDORF
calls Barbara Freitag to the Advisory Board**

FASHION SQUARE DÜSSELDORF, the marketing and special interests organisation of the Düsseldorf Showrooms, has appointed the fashion and luxury expert Barbara Freitag to the Advisory Board effective 1st December, 2009:

Hans-J. Wiethoff, managing partner and founder of FASHION SQUARE:

"In future, Barbara Freitag will be providing her outstanding and established network as well as her many years of experience in the fashion, luxury and media industry at the disposal of FASHION SQUARE as an advisor and will develop and implement jointly with myself future-oriented measures to strengthen the international fashion location of Düsseldorf with its globally leading showroom infrastructure (currently around 400 showrooms representing some 1,700 collections are registered in Düsseldorf). It is our firm intention to provide our contribution jointly with our friends and partners from the fashion industry, the City of Düsseldorf and Land of North Rhine-Westphalia in order to maintain and further expand the core competence of the fashion location of Düsseldorf for premium and high fashion labels. This significant fashion genre can not be replaced historically nor in terms of infrastructure and due to the current co-ordination of schedules with the fashion fairs in Germany it can not be replaced by any other fashion location.

This is where FASHION SQUARE assumes a particular responsibility towards showroom exhibitors of the premium and high-end segment, the drive behind the Düsseldorf fashion fairs. I greatly look forward to the co-operation with Barbara Freitag."

Barbara Freitag, 53, worked at the beginning of her career as a project manager/marketing consultant with the fair organiser **Köln Messe** for the international men's fashion week/jeans fair, and then joined the Düsseldorf-based **Igedo Company** as Head of Sales.

For Germany's **Condé Nast Verlag** (VOGUE, AD Architectural Digest, GQ, Glamour etc.) Barbara Freitag was in charge of the Key Account Management between 1986 and 2003 and managed the publisher's offices in Frankfurt und Düsseldorf.

In her capacity as an independent consultant, the Düsseldorf native Barbara Freitag has been advising the main editorial offices and managements of publishing houses since 2003. Her list of long-standing clients included, for example, the innovative and independent business journal **brand eins** (2003-2006), Europe's leading magazine-publishing house, **Gruner + Jahr** (2004-2009) and lastly **Ringier Deutschland** (art magazine MONOPOL and CICERO magazine for political culture). As a result of this commitment Freitag worked on projects with the Markenverband, Berlin and TextilWirtschaft publishing houses between 2006-2008.

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