

**PRESS RELEASE**

**Düsseldorf, February 4, 2010**

**FASHION SQUARE launches fwD fashion week düsseldorf**

FASHION SQUARE, the service and marketing company representing the interests of the Düsseldorf Fashion Showrooms, launches the trade fair and marketing label:



The **fwD fashion week düsseldorf** umbrella brand caters to merging and coordinating all initiatives, events and media relations for future fashion fair seasons.

Hans J. Wiethoff, managing director of Fashion Square:

"With over 400 showrooms and some 2,000 collections showcased on around 70,000 square metres of display space, the selective fashion labels shown offsite from the exhibition grounds have for quite some time now been the motor behind the Düsseldorf fashion fairs.

With **fwD fashion week düsseldorf** we are launching an interdisciplinary marketing platform for the premium and high-end labels mainly on display at the **SHOWROOMS DÜSSELDORF**. In future, this platform will also stage activities like fashion shows and temporary presentations associated with international avant-garde fashion, in addition to initiating flanking projects from the spheres of art and culture. We are currently working on the respective concepts and on drawing major sponsors and will be introducing them to the industry's audience in due course.

This measure seems of vital importance to us for Düsseldorf as a fashion location, in order to co-ordinate and represent the business interests of the Showrooms and to advance the relevance of Düsseldorf as Germany's 'Capital of Fashion'.

To attract the attention of the international media and buyers towards Düsseldorf is our foremost priority hereby."

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