

PRESS RELEASE

Düsseldorf, February 4, 2010

Go masculine! Go Düsseldorf!

SHOWROOMS DÜSSELDORF will be showcasing over 500 collections in the selective MENSWEAR segment next weekend

Düsseldorf continues its expansive course as an order platform for leading international menswear brands at SHOWROOMS DÜSSELDORF:

Over 500 primarily international menswear collections from the premium and high-end genre, to be showcased this coming trade fair weekend and during the following order phase at SHOWROOMS DÜSSELDORF, highlight the relevance of the location of Düsseldorf for selective men's fashion in Düsseldorf, thereby clearly expanding this position in comparison with the previous fair.

*Hans J. Wiethoff, managing director and Barbara Freitag, advisory board
FASHION SQUARE DÜSSELDORF:*

"We are highly pleased with the expansive development of leading labels from the selective genre of men's wear at the location of Düsseldorf: With Italian cashmere specialists like Aida Barni, Brunello Cucinelli, Loro Piana or Piacenza plus leading international labels from men's ready-to-wear such as Brioni, Corneliani, Lagerfeld, Gianfranco Ferré etc., we naturally also expect top exclusive men's outfitters from Germany and the neighbouring countries, as well as from Eastern European countries to come to Düsseldorf. Collections from avant-garde sportswear makers like Philipp Plein, Moncler, Napapijiri, Girbaud, Henry's Cotton, Gant, Tommy Hilfiger, Belstaff, Peuterey will also be on display around Kaiserswerther Straße as well as at the MedienHafen and on Rather Strasse (in the neighbouring district of Derendorf). Premium producers from German-speaking territories who have been on display for years at the renowned showroom locations include names like Boss, Van Laack, Joop!, Windsor, Strellson, René Lezard, Bogner, to name a few.

The Berlin-based organiser of the PREMIUM fair announced that it will be showcasing over 60 "men's collections" during the PREMIUM ORDER DÜSSELDORF at the Colorium House located at the MedienHafen.

A range spanning in excess of 500 collections from the premium and high-end segment will be enriched by a further highlight of men's fashion made in Germany:

The resident showroom centre initiated by Gerry Weber on the grounds of the former Rhine Metal halls some years ago – "Hall 29" – specialises in strong-selling German men's fashion brands rooted in the mid- to premium range: Ahlers Group will display, for example, its high-end label Baldessarini, and the Brinkmann Group will present its Hartwich avant-garde collection.

For a complete overview of the men's wear collections scheduled to be on display during the upcoming autumn/winter 2010/2011 order round in Düsseldorf, write to **office@fashion-square.net** or call **+49 (0) 211/439 59 59**

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