

PRESS RELEASE

Düsseldorf, February 10, 2010

SHOWROOMS DÜSSELDORF satisfied with orders.

"fwD fashion week Düsseldorf" - the new name for the order round in Düsseldorf is met extensively with approval.

The majority of the roughly 400 showrooms dedicated largely to the top fashion segment reported on a successful first half of the so-called core orders days, which take place from February 5 to 14, 2010. From Saturday to Monday, many showrooms enjoyed intense activity. "Optimism and confidence were noticeable across the board", reports Hans-J. Wiethoff, managing director of Fashion Square, the service company operating for the Showrooms, adding: "Business seems to be improving for this segment again. A cross-section survey produced the findings that for 82%, the order rounds were positive and that 70% equally see the economic development in a positive light. Two-thirds of the visitors had placed orders."

SHOWROOMS DÜSSELDORF exhibitors are the motor behind the "City of Fashion". On an area of around 70,000 sqm some 1,000 designers/manufactures introduced over 2,300 collections. Many of them maintain their own permanent showroom. The majority, however, is represented by roughly 200 agents. Labels from 28 countries can be found. Italy represents the largest share with 36%, followed by Germany with 25%, France, USA and UK with approx. 8-10%.

In addition to 339 accessories, 239 footwear and 35 kids collections, the SHOWROOMS DÜSSELDORF – much to the surprise of many visitors – currently showcase 623 menswear collections. Womenswear, the traditional forte of Düsseldorf, dominates with 1,096 labels. A total of 2,332 collections are represented. With this, Düsseldorf claims way before Berlin and Munich the leadership in the top fashion segment.

Jana Fein, PR & Marketing Manager Fashion Square, picked up these statements from the Düsseldorfer Showrooms:

Anja Gockel, Anja Gockel: "We recorded 40% new customers, some of whom even from abroad."

Annette Görtz, Hans-Jörg Welsch: "Our customers were in a very good mood and ordering was totally positive. The fashion show on Saturday with

over 300 guests at the new showroom on Cecilienallee 40 was a sensational start to the order season."

Bruno Manetti, Helga Esser: "We are very confident."

Department Fashion, Walter Baltes: "Our orders were sensational – from the frequency to the atmosphere. The new collection was very well received; luxurious layering items made of Cashmere-micro-modal were bestsellers."

Iris von Arnim, Valentin von Arnim: "People are looking for special, exciting items and are willing to spend for them. Basics on the other hand are not that much in demand anymore."

Luisa Cerano, Andrea Müller: "For us, the order season in Düsseldorf was highly positive and satisfying."

Talbot Runhof, Johnny Talbot: "Everybody was in really good spirits and their experience with the products was extremely positive. Our early delivery date in March was very well received."

Toni Groenendal Modeagentur, Toni Groenendal: "Our showroom is packed. All premium buyers were there and placed orders."

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The question is whether the traditional abbreviation "cpd" as "the" only name for ordering activities at the Düsseldorf site is still appropriate. As could be heard, 519 of the exhibitors take up some 15,000 sqm at the "cpd", whereas the other players showcase their products on 100,000 sqm (25,000 sqm in hall 29/30; 5,000 sqm Premium Order Düsseldorf and 70,000 sqm SHOWROOMS DÜSSELDORF).

The new term now introduced by Fashion Square GmbH for general order activities in Düsseldorf, **fwD fashion week Düsseldorf**, was generally welcome. It represents the bracket for everybody involved. As of summer 2010 the headline will run:

Welcome to the **fwD fashion week düsseldorf!**

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