

PRESS RELEASE

Düsseldorf, July 5th, 2010

FASHION SQUARE GmbH, Düsseldorf, the service and PR organisation for premium brands, has enlarged its spectrum of services by the **SWEEPSTAKE RAFFLE**. This special marketing tool - created specifically for the community - supports high-end fashion designers, manufacturers and agents as well as their retailers.

The contest has started and the raffle has now moved online:

www.gewinnspiel.fashion-square.net

Top labels can be drawn as the winning prizes:

Evening gown by **ELLA SINGH** – cocktail dress by **SUSANNE WIEBE** – sneakers by **PATAUGAS** – leather bag by **ARMA LEDER** – high heels by **LODI** – shoulder bag by **REVOLUTION BY EDWIN** and additional collection items are to follow.

This raffle differs substantially from others that mainly focus on buying and selling address details. The **SWEEPSTAKE RAFFLE BY FASHION SQUARE** avoids this negative downside!

The SWEEPSTAKE RAFFLE is a genuine PR and advertising campaign that focuses on attractive must-haves from the WOMEN, MEN, ACCESSORIES, SPORTSWEAR & SHOES segment.

The brand and the label's story take centre stage: To win the raffle a question needs to be answered, and this answer is found only if the player explores the respective Website of the designer/manufacturer.

The winners will be determined during a high-profile campaign at regular intervals. The draw takes place in an appropriate setting before invited guests and the press. A model will present the individual winning prize. In between there are presentations that introduce lifestyle products and where gifts are distributed to the audience.

The designer/manufacturer supplies the winning prize to the retailer nearest to the winner's home town. This retailer informs the winner and invites the person to collect the prize at their shop: Valuable sales support which targets the communication triangle brand - trade - consumer.

Contact:

Jana Fein PR & Marketing Manager

Fashion Square GmbH - Kaiserswerther Str. 142 – D-40474 Düsseldorf

Tel: +49 (0) 211/439 59 59 - Fax: +49 (0) 211/439 59 99

office@fashion-square.net - www.fashion-square.net - Fashion Square @ Facebook