

PRESS RELEASE

Düsseldorf, July 29, 2010

**"fwD fashion week Düsseldorf"
Voices from the SHOWROOMS DÜSSELDORF Community**

The generally positive trend of the economy has equally been felt by the SHOWROOMS DÜSSELDORF Community (Kaiserswerther Strasse, Derendorf, MedienHafen), such are the findings of the latest survey conducted by Fashion Square:

"Review of the first 5 days of the current round of orders at the SHOWROOMS DÜSSELDORF"

For 70 % of the Showroom exhibitors, the mood was positive at the start of the "fwD fashion week Düsseldorf" (23.07.-01.08.2010), just 30 % considered it mediocre. During the core days some 2,800 collections (1,300 womenswear, 700 menswear, 500 accessories, 260 footwear and 40 kids collections) are on display on a area of around 70,000 m² at the roughly 400 resident SHOWROOMS DÜSSELDORF.

"High-end top fashion labels with esteemed names are still the best sellers", so the comment by Toni Groenendal from the agency that bears his name.

Retailers commit to major well-known companies!

To try new, smaller yet refined labels – as tends to be the case abroad, in Paris and Milan – or to place their stakes on colour instead of the black, grey and white scale: the retail trade often still shies away from taking such a step.

45 % of the designers, manufactures and agents recorded a rise in turnout; a further 40% did not report any changes, and 15% recorded a reduction in the number of visitors. New clients were gained primarily from the domestic market, but foreign countries were also represented. Wolfgang Lohe from GANT says: *"This season we also had buyers from the Arab states and Eastern Europe."*

Attracting international buyers to Düsseldorf is most definitely desirable. Düsseldorf, however, according to the Showroom voices, remains "the place to order" in Germany.

The Showrooms located on Kaiserswerther Strasse and in the immediate vicinity are becoming stronger. *"Showrooms are more and more relevant",* confirms Marnie Seiz-Schweneker of Fabiana Filippi. Not everybody shares this opinion: *"Düsseldorf is evolving increasingly into a regional fair. Berlin is becoming more and more relevant",* says Andreas Lebek, FRIEDA & FREDDIES.

Says Nikola Loy of SCHUMACHER: *"We attend the fair in Berlin simply to support the location and to be part of the event. The dates, however, are far too early. Düsseldorf is where the orders are placed."*

And even the new "supreme by munichfashion.company" fair at the B1, in parallel to Kaiserswerther Strasse, was well received. *"6 weeks time – and then such response. We did not see that coming. We were very satisfied with the exhibitors and buyers!"*, says Aline Schade, supreme by munichfashion.company.

"We exhibit at the supreme. Highly satisfied!" Hubert Stolzlechner, HABUSBURG KLEIDERMANUFAKTUR

"We are totally satisfied with the "supreme": top location, beautiful design, excellent service, great response! Should this fair be staged once again at the B1 next year, we will definitely participate." Bianca Spitzer, COTTON LINE

Additional voices at SHOWROOMS DÜSSELDORF:

"Düsseldorf means Business!" Michael Schulz, ACO MODEAGENTUR

"Grand atmosphere! Grand improvement!" Wolfgang Lohe, GANT

"I am content as I am currently representing collections that the retail trade wants and sells!" Toni Groenendal, GROENENDAL AGENCY

"Totally positive – puts back the fun in fashion and joy in products" Nikola Loy, SCHUMACHER

"A plus of orders, for season x already. That speaks in favour of the "fwD". With our showroom on Cecilienallee, Düsseldorf remains the most important order fair with a central focus for us. We believe in the excellent location for fashion and in the short distances between Cecilienallee/Kaiserswerther Strasse."
Peter König, ULI SCHNEIDER

"More unity and glamour for Düsseldorf." ANJA GOCKEL

"Düsseldorf remains the main order fair for business. Other than during appointments, the frequency was low." Valentin von Arnim, IRIS VON ARNIM

"The atmosphere here was good since the collection was well received."
Conny Singh, ELLA SINGH

"The location of Düsseldorf is used as a working platform. Berlin is becoming more important as an information platform." Ralf Stein, BOGNER JEANS

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