

FASHION SQU ARE DÜSSELDORF

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Fashion Square ...where the world of fashion meets the fashion of the world!

In 2006 also the Fashion Square Team will make information the key focus of its services for manufacturers, designers, agencies and buyers in the area of top fashion. A direct connection will be available at all times, whether by e-mail, over the telephone or through correspondence. Our personnel here are committed with competence and passion to the themes of fashion and lifestyle.

Print

As of 17th January 2006 the "Fashion Square Seasons Guide (Volume 23)" publication will be sent to over 5,000 purchasers in Germany and 2,500 purchasers abroad. It is a detailed reference book with **in-depth profiling** of brands, collections, locations, order schedules, opening hours and contacts, concentrating on a period of 6 months! It allows you to discover and be discovered and links buyers' objectives with brand strategies.

Finding points in common and forming segments, this is an advantage appreciated particularly by all the young newcomer brands, who bring fresh ideas to enrich the established scene. The Seasons Guide is an aid to planning buying tours and contains some surprises for the "buyers" to make their ranges interesting and exciting. By now there are more than 1,000 basic collections for the international fashion trade to choose from and –what is unique in Europe - 75 % of the labels come from abroad.

In this way Fashion Square meets the general need for knowledge about fashion revolving around the shows and fairs held here and there, in **Düsseldorf, Munich and Berlin**, and focuses its philosophy on continuous communication and afford working the fashion location Germany.

And the contiguous services surrounding the fashion business are not forgotten either. Catering during the ordering time, a meal with customers or a team dinner when delivering the collection – everything is possible! The **Dining & Wining** column gives Seasons Guide readers specifically tested and useful tips on culinary delights in Düsseldorf.

Online

In addition to the twice yearly Seasons Guide (in print), the **www.fashion-square.de** Internet portal also offers a constantly updated source of information for Top Fashion, divided into two portals: for Business to Business (B2B) and Business to Consumer (B2C) themes.

"B2B" is a search engine with information on exhibitors, collections, showrooms including all the details that are worth knowing (headquarters, manufacturers, agents, product categories, showroom sites and visual presentations of the products).

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In the B2C area fashion enthusiasts will find all the collections in a particular country (currently only in Germany but other countries will be added gradually), in a particular city and from a particular retailer. Here the individual dealers in the upmarket fashion trade can list their collections, present visual presentations and also incorporate video clips. About 950 shops with around 1,400 collections are online already.

All in all, Fashion Square's online service rounds off the level of knowledge of branded goods suppliers, buyers and consumers and in addition to information also offers interesting PR and marketing possibilities. Already- even before the broad market has learned about these activities - the monthly click-through rate is 150,000 "hits" and data transfer amounts to over 1.5 million Kbytes, which shows that visitors are intensely interested in acquiring information.

Event

"Fashion Square goes 3001". This is the title used by Fashion Square to advertise the party on 6th February 2006 in the Düsseldorf "3001" club location in the "MedienHafen" (Franziusstrasse 7). The aims of Fashion Square are to communicate and establish networks. Fashion companies, fashion teams and their customers are cordially invited to enjoy an evening in a relaxed atmosphere, when they can dance or sit in the lounges and discuss whatever they are deeply interested in. On prior arrangement, exhibitors in Fashion Square will receive admission ticket quotas so that they can invite their customers personally. "Professionals" among the exhibitors and buyers who provide verification of their activities may order an invitation ticket online on the Fashion Square Internet page, www.fashion-square.de.

A party with partners:

Rheinkultur, the well-known Düsseldorf event company and operator of several chic locations, is involved with the 3001, popular DJs and a highly motivated team to ensure a carefree evening. More under: www.d-3001.de

Cooking & Fun are involved as caterers and a bit of everything can be sampled! More under: www.cooking-and-fun.com

Procter & Gamble position themselves with Ariel and innovative care instructions. This washing detergent, which keeps pace with the spirit of the time, focuses now on colour and dimensional stability. The group will become more and more involved with the fashion business to ensure that very high-quality items of clothing will continue to look good and give pleasure for a longer time. Detailed tips on care can be found under www.ariel.de. As a partner in this event, Ariel will sponsor the drinks.

Contact:

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

T +49 (0) 211/439 59 59
F +49 (0) 211/439 59 99
office@fashion-square.de
www.fashion-square.de