



**PRESS RELEASE**  
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**Top Fashion Showrooms in Düsseldorf set Order Dates for 2008**

On invitation of Fashion Square GmbH, developers of the showroom community in Düsseldorf since 1983 and service providers, a meeting held in Düsseldorf on the occasion of the current round of orders was attended by the leading agencies and manufacturers operating showrooms there (most of them the whole year around).

Around 850 international designers/manufacturers, some represented by agencies, exhibit their top fashion brands in about 400 showrooms. The meeting concentrated on the themes of planning stability and continuity and the strengthening of Düsseldorf as a location. Discussions centred above all on the 2008 dates for international shows and ordering.

The choice of Düsseldorf as a location was unanimously approved by the 55 exhibitors who attended this meeting in person or were represented by fully authorised appointees and by the exhibitors asked in the following days, the view being that

- Düsseldorf was easily accessible and the "showroom landscape" easy to survey.
- tying in with the cpd dates would also contribute to the internationality of Düsseldorf and generate additional customer potential.
- it should also be considered in the interest of the purchasers, who for reasons of costs and time could no longer be expected to accept a fragmented order scene.
- if an agreement was reached between all top fashion suppliers, the customers would also be in favour of a single location with well balanced dates suited to the international showplaces.

The suggestion of having an first scheduling for Germany of 10 days and a second scheduling four weeks later of 4 days was unanimously accepted. The general idea was that "unity" was important now for success. It was conceded that the scheduling of another order date in Germany, e.g. in Munich, would certainly be important for some suppliers but it was agreed that that should not be the subject of the discussion.

Specifically, the following order dates were decided for Düsseldorf:

Fr. 8 February - Su. 17 February 2008  
Sa. 8 March - Tu. 11 March 2008  
Sa. 26 July - Mo. 4 August 2008  
Sa. 30 August - Tu. 2 September 2008

"Fashion Square GmbH" will now send a detailed questionnaire to all showroom operators (240 manufacturers and 135 agents (representing around 600 manufacturers) and evaluate their feedback. The 400 retailers regarded as leading retailers will also be sent such a questionnaire.

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Contact:

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

Tel: +49 (0) 211/439 59 59 — Fax: +49 (0) 211/439 59 99  
[office@fashion-square.net](mailto:office@fashion-square.net) — [www.fashion-square.net](http://www.fashion-square.net)