

SDBI.DE

January 2008

Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation) Awarded for Its Pioneering Work Pointing the Way to the Future as "Selected Landmark 2008"

The Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation) – SDBI was honored as a "Selected Landmark 2008" by the location initiative of German government and business world "Germany – Land of Ideas" and its project partner Deutsche Bank.

It received the award for its pioneering work pointing the way to the future in promoting talented young people and consequently its important contribution to the public good. The foundation also celebrated its 30th anniversary on this day and presented its European Fashion Award FASH 2008 to young fashion students from Germany, Great Britain and Sweden.

"The SDBI plays a pioneering role for both design and industry" Federal Minister of Economics and Technology Michael Glos stated in his welcoming address. "The fashion industry today is characterised by the relocation of mass production and rapid growth in Asia. Creativity is the decisive economic factor in the fashion industry. The SDBI has risen to this important challenge," the Federal Minister of Economics and Technology continued. He congratulated the Stiftung der Deutschen Bekleidungsindustrie on its receiving of the distinction and its 30th anniversary. "Your exemplary work should serve as a model for others to follow, and it deserves continued support."

The distinction "Selected Landmark 2008" was presented by Stephan Jungenheimer from Deutsche Bank. He also emphasized in his laudatory speech: "Visions, creativity and passion are the components, with which the Stiftung der Deutschen Bekleidungsindustrie sets sustainable signals for the future in the otherwise fast-moving fashion world. Your European Fashion Award FASH is an example of what we are capable of here."

"The changes in global business are enormous in fashion. Germany has – especially thanks to substantial efforts in education – the ability to play a role internationally. However, this potential

needs to be promoted further and made apparent. This distinction presented by the German government and business world is a sign of recognition and an obligation at the same time," Joachim Schirmmacher, Project Manager of SDBI, stated in his speech of thanks.

The non-profit foundation is one of the prizewinners of the German contest "365 Landmarks in the Land of Ideas", in which 1,500 companies, research institutes, projects and institutes took part. The contest has been held by the location initiative "Germany – Land of Ideas" in collaboration with project partner Deutsche Bank since 2006. The patron of the initiative is the German President Horst Köhler. He talked about the guiding idea "Germany – Land of Ideas" in his inaugural address.

Additional information is available at:

www.sdbi.de or **www.land-der-ideen.de**

Media contact

Joachim Schirmmacher

Project Manager/Chairman of the Advisory Board

Stiftung der Deutschen Bekleidungsindustrie

T +49 40 25 31 88 60

schirmmacher@sdbi.de

Susanne Fischer

Head of Marketing & Communications

ispo Group

T +49 89 494 20611

fischer@ispo.com