

# SDBI.DE

## Press Release

February, 2009

## The Partners

The Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation) – SDBI would like to thank all partners very much for their support:

### ispo

Sport has continually influenced fashion over the past years, and fashion inspired by sports with its emotions has become part of our everyday life. ispovision is the first trade show for sports-inspired fashion. The Neue Messe München GmbH has created a business and communication platform designed in line with the times for the Sportstyle segment and its suppliers with it, which links the strengths and advantages of a conventional trade fair with the emotions of a lifestyle event. The focal point of fashion at ispovision is on the transfer of inspiration from sport into fashion.

[www.ispovision.com](http://www.ispovision.com)

### Akris

The Couture house Akris stands for a new kind of luxury and modernity. With a special sensitivity to a woman's personality, self-confident and feminine. With clear lines and straightforward language.

Costly to produce and artisanale. Unobtrusive and yet unmistakable in its expression. Akris is directed at the woman who understands fashion, not as a fleeting expression of the times, but rather as the means to defining her own personal style. She doesn't let trends distract her, she follows her own path.

[www.akris.ch](http://www.akris.ch)

### Craft

Swedish brand Craft (based in Borås) is the pioneer of function apparel for serious athletes. Since 1977 Craft has been developing the highest performance gear for serious athletes. The brand's foundation is

its authentic understanding and love for the sporting culture, reflected in its strong involvement in biking, running, alpine and cross-country skiing. Brand Manager Erik Abrahamsson states: “At Craft, we are a young, innovative team looking back on a long tradition. The support of up-and-coming designers fits the brand’s concept and is a great opportunity to experience fresh input and ideas.“  
[www.craft.se](http://www.craft.se)

## **Swiss Textiles**

Involved in many issues, innovative and creative – the Swiss Textile Federation promotes young people. The next generation of talented textile and fashion designers help as ambassadors to make the public aware of the creativity and innovative force of Swiss fabric quality and to anchor sustainably its recognition . As a main measure, Swiss Textiles has been presenting one of the largest international prizes for fashion design, the Swiss Textiles Award, since 2000.

The Swiss Textile Federation supports the European Fashion Award FASH 2009 with fabric vouchers, which can be used to acquire Swiss fabrics. The federation is convinced that it is making a valuable contribution to young people with this involvement and helping to make them aware of the outstanding products of the Swiss textile and clothing industry. As representatives of the Swiss textile and clothing industry, approximately 220 companies from the areas of yarns, fabrics, embroidery, processing, lingerie and garment as well as carpet manufacturers and trading companies for textiles are members of Swiss Textile Federation. The federation is involved in numerous areas to preserve and promote the interests of its members in Switzerland and other countries.

[www.swisstextiles.ch](http://www.swisstextiles.ch)

## **Dpi-Advertisings**

Dpi-Advertisings is an advertising agency and a print office, which has specialized itself on customer satisfaction since its establishment in 1997. Not only do we print publicity but also postcards, posters, plastic cards, banners, roll-ups, screens and much more in small amounts, too. We certainly make copies and bindings as well. Our current product, the SDBI catalog, you’re holding in your hands.

[www.dpi-ad.eu](http://www.dpi-ad.eu)

## **Loden-Frey**

Loden-Frey is one of the few truly major international fashion houses with products for the entire family (from Armani, Zegna, Polo Ralph Lauren to Moncler). The company's roots are reflected in its exceptional department for loden clothing and traditional fashions, unique throughout the world. To Loden-Frey belongs also Off&Co, one of Germany's top ten fashion stores, with famous designer labels, such as Stella McCartney and Dries van Noten.

[www.loden-frey.com](http://www.loden-frey.com)

## **Moch Figuren**

Moch Figuren is one of the most innovative and creative mannequin manufacturers of today. Founded 102 years ago in Düsseldorf, the company currently employs twenty craftspeople, engineers, sculptors and designers at its Cologne headquarter and production facility.

Mochfiguren has already been supporting new German design talents for decades. The corporation is closely linked to design academies as well as the national cultural scene, receiving a lot of creative impulse from this connection with the world of art.

[www.moch.com](http://www.moch.com)

## **Quiksilver**

Quiksilver Inc., founded 1969 in Australia, developed into a worldwide boardriding lifestyle company from the first boardshort onwards. The core of the company's philosophy is authenticity and passion as well as respect towards people, the environment, and other cultures.

„As a global leader in the boardsports lifestyle apparel business, Quiksilver are strongly involved in supporting young local designers to display their artistic expression, creative ability, and textile expertise. The designers of tomorrow are already developing our markets today, influencing a wide range of fashions and trends - we're proud to be involved in motivating and rewarding such individuals.“

Jean Kress, Head of Design, Quiksilver Europe

## **More information**

[www.sdbi.de](http://www.sdbi.de).

## **Press Contact**

For more information, award winner contact data and image material, please contact:

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