

Press Release

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Children's Fashion Cologne

New: Children's Fashion in Cologne

Trade fair celebrates its premiere from 11.07. to 13.07.2013

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The world of international children's fashion will have its sights on Cologne from 11.07. to 13.07.2013, when the Koelnmesse and the fashion and lifestyle magazine, Luna, will be inviting the fashion trade to attend the premiere of the Children's Fashion Cologne. Top international labels such as Roberto Cavalli Junior, Simonetta, Silvian Heach, I Pinco Pallino, U.S. Polo Assn. and Oilily have already confirmed their participation. The event will cover the entire baby, children's and maternity fashion sectors as well as shoes, interior and accessories. The fair is positioning itself as the central business platform of the German and international specialised trade.

"We are delighted to offer the industry the new format Children's Fashion Cologne. By creating an own event for children's fashion, we are pursuing the strategy of covering current themes in their entire diversity," commented Katharina C. Hamma, Chief Operating Officer of the Koelnmesse GmbH. "Manufacturers, importers, purchasers and distributors from all over the world will find ideal conditions here in Cologne for targeted ordering, new business contacts as well as inspiration."

Children's Fashion Cologne is conceived as a pure trade show and will be held twice a year, in February and July. A mixture between an exhibition and fashion shows it provides a diverse range of offers that is unparalleled throughout the whole of Germany.

Uwe Schröder, the publisher of Luna: "We need a show in Germany that does justice to the high demands of the children's fashion business and also regarding the level of internationalism and ambiance. Together with the

Koelnmesse we are thus looking forward to an event that unites business and design perfectly."

Thanks to the Kind + Jugend, the world's most important trade fair for the baby and toddler outfitting industry, Cologne is already a significant hub for the industry. From now on the international experts can look forward to two further fixed annual events that focus on children's fashion.

The following labels have already confirmed their participation at the first edition of the Children's Fashion Cologne: Add, Aston Martin, Bomboogie, Eddie Pen, Herno, I Pinco Pallino, Malo Cashmere, Megève, Miss SAL Y LIMON, My Herzallerliebste, Myths, Oilily, Parajumpers, Roberto Cavalli Junior, Silvan Heach, Simonetta, Supertrash, U.S. Polo Assn. and Vilebrequin.

The expert's comments on the Children's Fashion Cologne:

Barbara Stronati, Simonetta, Milan:

"We have enjoyed fruitful cooperations with the Koelnmesse for many years and are delighted to have the opportunity to present our collection to a large audience at an international show in Germany again at last."

Giovanni Sommacal, Executive Director, Grimmer & Sommacal diffusion GmbH, Gräfeling:

"An international exhibition for children's fashion is long overdue in Germany, after all it is one of the largest fashion markets in Europe. The idea is to show the entire spectrum of children's fashion at one single event. Cologne is already a very successful and traditional location in Northern Europe and I am sure that the response will be fantastic."

Felix Pfüller, owner of August Pfüller GmbH & Co KG, Frankfurt a.M.:

"The international children's fashion business urgently requires a central ordering platform in Germany. The Children's Fashion Cologne will unite all relevant manufacturers at the same time in one place. As such the show offers the trade a perfect basis for efficient business – in a very special ambiance."

Jürgen Dax, General Manager of the Federation of the German Textile Trade e.V. (BTE), Cologne:

"Children's Fashion Catwalk Cologne is an excellent idea, which BTE as the representative of German Textile Retailers is keen to support. Cologne as a location has established itself with „Kind + Jugend“, as the world's leading fair and international business platform for the baby and nursery

industry. So, where else should such an event take place, if not in Cologne? Children's fashion and Cologne – the perfect match for more than 2.000 German retailers."

Pedro Bravo, President of the Children's Fashion Europe (CFE):

"As representatives of the European fashion and childcare industry we salute this new fashion event, and we gladly support this initiative throughout our contacts around the world. A fashion event that can gather all players within this sector of activity in Europe is of utmost importance for the industry, but even more so to enhance the perception of European children's fashion and exports outside the EU market. Cologne, with its long tradition and know-how within the fashion industry has all the skills to fill in the gap. The CFC has the full support of our association."

Children's Fashion Cologne
Premiere: 11th-13th July, 2013

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