



IDM: A PLATFORM FOR THE MEXICAN FASHION INDUSTRY

With the goal of jumpstarting development of a true fashion industry in Mexico, International Designers Mexico Spring-Summer 2010 (IDM) will take place for the first time from September 21 – 25 in the Salon Vive Cuervo in Mexico City produced by Vera Producciones.

Being the only fashion event in Mexico with full support from the National Chamber of the Apparel Industry (Cámara Nacional de la Industria del Vestido), Lycra®, Kaltex and Mexico City's Secretary of Tourism, IDM will integrate intelligent content and host domestic and international designers that bring forward attractive ideas but, above all, have access to points of sale either through their own or department stores.

The event's calendar congregates: Kris Goyri, RG Sánchez, Te Amo, Vincent Agostino's Doce Cero Tres, Toni Francesc's Veneno en la Piel, Daniel Andrade, Cocolat by Josette Carbajal, Clara González, Paola Hernández, Alessa Casati, Macario Jiménez, Malafacha, Roberto Zamarripa, César Arellanes, Mauricio Olvera for Grypho as well as the american brand Bonobos, designer of the world's best fitting men's trousers.

The runway shows for the mentioned designers will be accompanied by the creations of renowned hair stylists Puppy, Conchita López, Antonio Bellver, Javier Romero and Enrique Brickell.

IDM is the only fashion week in Mexico created for the exclusive benefit of designers, providing them with a true business profile. With this in mind the event will not only offer fashion shows but also conferences with themes like visual merchandising, trends, commercialization, product internationalization, current state of the apparel industry, financing and investment which will broaden the industry's business perspective.

Another great addition is the creation of a Showroom for positioned designers and new talents. This space represents an opportunity for sale or contact that each designer can take advantage of according to their interests and goals. Among the new talents we have Andrea Estudiante, Michelle Halley, María Fernanda Espinoza and Tete Rosado from Tabasco; with creations in jewelry Lorena Moreno, Ricardo Patraca, Sofía Álvarez and Ramiro David.

Mixing art and fashion, IDM will rely on Miguel López Vázquez as art director incorporating his ideas into venue's the general décor with Vera Producciones coordinating runways and the event's general production, thus ensuring quality and impeccable timeliness in execution.

Personalized attention and catering to our invited press' needs is embedded in IDM's mission. Through the event's website www.internationaldesignersmexico.com pre-registration, backstage access and special coverage requests can be made. Once accredited, press will have access to frequent news updates and controlled access to images on the day following each show as well as to a high tech press room on site.

Playing to our commitment to high fashion, IDM designed a media campaign to be launched on July 23rd. The photographer in charge was the Mexican Ivan Aguirre and shows model Cinthya Becker, form Vera and Bi Models, wearing a design by Malafacha. Juan Carlos Frank was in charge of art direction and Michelle Ceballos of hair styling, all coordinated by Monica Hernandez.

IDM is a solid event with a long term strategy presenting semiannual editions officially scheduled for February and September 2010 and February 2011.

"With more than 14,000 guests across 5 days and ensuring the attendance domestic and international press and buyers, IDM proves its commitment to the quality and talent in Mexican fashion", states Manuel Vera, CEO of International Designers Mexico.

IDM SPONSORS

NATIONAL CHAMBER OF THE APPAREL INDUSTRY (CNIV)

With over 2000 members on a national level and 9 delegations in the states of Jalisco, Aguascalientes, Guanajuato, Nuevo León, Puebla, Yucatán, Morelos, Hidalgo and Torreón, the CNIV joins IDM trusting the apparel industry's potential and facilitating avenues for value creation.

"Notwithstanding the availability of rich materials, the lack of business vision and innovation has slowed development in the industry to a stop. The CNIV trusts the benefits presented by domestic designers and producers and supports them in every link of the value chain to successfully develop their collections and position their brand until it reaches its final customer", declared Georgina Chavez, head of the CNIV.

CINV will offer a conference during IDM that will address issues such as legal advice, foreign trade, taxes, communications and institutional relations.

LYCRA®

The fiber brand LYCRA® confirms its presence in the first edition of IDM as an ally of Mexican design. LYCRA's most important textile clients collaborated with high quality knits containing LYCRA that thanks to our designers' talent will populate our runway with amazing pieces of cutting edge fashion.

Another important contribution to IDM is the conference that will discuss apparel purchasing patterns in the domestic market: types of garments sold most, points of purchase, target market, etc. offering useful data for the development of sales strategies.

LYCRA® also brings a panel that will present 2 fashion trends for spring – summer 2010.

Isabel Zurita, manager at LYCRA®, mentioned "We thank the effort being made to encourage and strengthen ties between designers, fashion and industry. This way we unite the links that form the Mexican textile chain making of Mexico one of the most important platforms in international fashion."

MEXICO CITY SECRETARY OF TOURISM

In the words of Mexico City's Secretary of Tourism, Alejandro Rojas Díaz Durán, "We must provide the apparel industry all the help and assistance necessary due to the economic impact and jobs it creates. This is why IDM represents an excellent vehicle to promote, in an original fashion, how versatile, colorful and innovative Mexico City is. With this type of events in which we encourage our Mexican designers' work we promote our country's culture and idiosyncrasy, framed by the beautiful Mexico City."

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