

**Presse
Press**



LIFESTYLE IRAN
INTERNATIONAL FASHION, SHOES AND
ACCESSORIES TRADE SHOW SHIRAZ
5 – 8 DECEMBER 2018
lifestyleiran.com

Lifestyle Iran: Messe Düsseldorf and IGEDO Company celebrate premiere of new fashion and lifestyle show in Shiraz

Messe Düsseldorf Group, the successful organiser of leading trade fairs worldwide, and the IGEDO Company that looks back on almost 70 years of expertise in the organisation of international fashion trade shows, are to create a new industry platform: jointly with the Iranian trade fair organiser BRP Co. - Barsaz Rooydad Pars they will organise Lifestyle Iran, the International Fashion, Shoes and Accessories Trade Show Shiraz. The debut event will be held from 5 to 8 December 2018 at the Fars International Permanent exhibition centre in Shiraz.

With some 80 million consumers and rising middle classes with a western orientation, Iran has developed into a promising environment for the international fashion and lifestyle sector over the past years. Industry experts regard the country as a high-potential textile market. By fusing traditional with modern values new trends with a high sales potential are emerging such as “Modest Wear” – a clothing style where religion and fashion are no longer mutually exclusive but merged creatively. Iranian consumers spend approx. USD 14.5 b on apparel annually. Across the country approx. 8 million square metres of retail area were built in shopping centres and a further 15 million square metres are planned over the next years. Retail is characterised by an enormous interest in foreign investment and cooperations.

These are favourable prerequisites for establishing a comprehensive industry platform in the fashion segment. As economic sanctions have softened and demand for branded products from the fashion, shoes and accessories segment is rising, international fashion companies find a high-potential market environment for developing new business strategies and securing sales potential. At the trade fair visitors can network and find out about international trends. With 1.7 million inhabitants Shiraz also provides an attractive backdrop to Lifestyle Iran.

The organisation of Lifestyle Iran comes care of Messe Düsseldorf, which is already successfully operating in Iran with other events. International



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
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exhibitors will be addressed and attended to by the Igedo Company, supported by Messe Düsseldorf Moscow OOO, who will accompany the Russian fashion and lifestyle supplier into the Iranian market. The three companies have already been responsible for jointly organising Collection Première Moscow (CPM) successfully for fifteen years. On the occasion of the most recent edition of CPM that presented more than 1,350 collections from 27 countries from 19 to 22 February 2018 Lifestyle Iran was introduced to interested exhibiting companies in many talks.

For more information on Lifestyle Iran 2018 go to www.lifestyleiran.com or contact Messe Düsseldorf GmbH, Mrs Miriam Schellkes by telephone on +49 (0)211/4560-7733, by e-mail at SchellkesM@messe-duesseldorf.de as well as the IGEDO Company, Mr Christian Kasch, Tel. +49 (0)211/4396-444, Email: lifestyle-iran@igedo.com.

Upon publication we would appreciate a reference copy.

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Düsseldorf, March 2018

