

**Margit Jandali: Globalization has led to an Oversupply of Fashion**

The globalization has led to an oversupply of fashion. More important than ever is the dialogue between manufacturer and retailer, as Margit Jandali (E-Mail: [mjandali@jandali.biz](mailto:mjandali@jandali.biz)), owner of the marketing- and communications company Jandali Mode.Medien.Messen, Düsseldorf, said in an interview to Textination. A permanent contact between sales representative and retailer would therefore be a necessary service contribution to optimize the mutual exchange. The fragmentation of the clothing fairs would draw off strength of any trade visitor. Fairs would be degraded to regional events, and the internationality would decline.

A fair would have only a function if it began at the start of a season and therefore would differ orientation. Concerning the event places Berlin, Düsseldorf, Munich, Margit Jandali sees Düsseldorf alone with a high significance because of the high number of showrooms up to the Fashion Districts like Fashion Square around the Kaiserswerther Street to the Cecilienallee as well as the harbour, where Hugo Boss and many others have settled down. Nowhere else worldwide would there be such a concentration. The pillars of Düsseldorf as fashion city would be the showrooms. These would be necessary nowadays, since the order process has spread over the whole year; still, a fixed season date as kick-off would be important.

In Düsseldorf nearly all brands national and international are represented. The Igedo Fashion Fairs ([www.igedo.com](http://www.igedo.com)), however, is missing important names with appeal. Düsseldorf has the best of chances in the international competition, yet, a fair should not

take place at the end of a selling season. Here it would be considered to be necessary to set a new course, according to the fashion expert: a concentrated, compact and competent offer at season's start at one place would mean perfect information: orienting, comparing, analyzing and planning are the tasks, which arise from a fair visit. An early information will be important for the sales agent, since he could organize his sample plans much more efficient. Düsseldorf does have the requirements to concentrate the international fashion world here.

For the fair in Barcelona ([www.breadandbutter.com](http://www.breadandbutter.com)) Margit Jandali assesses the date as the perfect entrance into the new fashion season. The halls there would have a historic value, the styling would be very effective through lifestyle-stands – partially, not even fashion would be shown but only its philosophical orientation.

BBBarcelona had as a basis the young street wear with really new impulses, still resulting from the Interjeans Köln. This area had been skilfully extended by the fair manager Karl-Heinz Müller, that is, even trendsetter like Custo, many of the Danes and the Netherlander are showing there. That would bring in movement and novelties. The BBBarcelona is seen by Jandali as magnet with the premises: early point in time, meeting point of the whole branch and first highlights of the season, giving lead and orientation. Big houses are going meanwhile with their whole team to Barcelona, then, however, order specifically with the companies, oftentimes as single date in the showrooms or directly with the manufacturers.

The Mercedes-Benz Fashion Week Berlin ([www.mercedes-benzfashionweek.com](http://www.mercedes-benzfashionweek.com)) has according to Margit Jandali certainly a chance for shows, except that it is doubtful if international sales agents will visit. The big fashion events in Milan, Paris, London and New York are connected to great names, which are not available in this quantity in Germany – unthinkable that the international designers stage events before their shows in the aforementioned metropolises in Germany. Time- and cost reasons would here to be mentioned.

Jandali Fashion. Media. Fairs is active since the 1<sup>st</sup> of August, 2007 with office in Düsseldorf-Oberkassel. Margit Jandali was 27 years operative at the Igedo, has co-founded fashion media PR & Event ([www.modemedia.de](http://www.modemedia.de)) at the time and was responsible last for the area Style & Signatures in 2005 as well as the theme “Design from Rhine“. Current projects are Australian Wool Innovation with the Protégé-Project or also the Brazilian shoe fair Francal in Sao Paulo.

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