

**VDMD-Design-Date at Frankfurt fair area: Design power(s) Industry**

The agile Association of German Fashion and Textile Designers (Verband Deutscher Mode- und Textil Designer e.V./VDMD), Würzburg, ([www.modedesign.de](http://www.modedesign.de)) extended an invitation for Saturday, 17<sup>th</sup> of May, at the Frankfurt Fair for an all-day Design-Date with the motto "Design power(s) Industry".

Experts from industry, trade and media as well as consumers discussed after the address of welcome by VDMD-president Dietrich Metzger the impuls lectures to lifestyle and demography. The discussions focussed on the question: How useful is the information about trends to us, how do we design, how do we market fashion for Best Agers?

Altogether seven designers presented themselves to the well-attended plenum in a three-minute-tact. These were: Angela Dausend ([www.dausendschoen.de](http://www.dausendschoen.de)), Lutz Dembny ([LutzDemny@web.de](mailto:LutzDemny@web.de)), Nunzia Galati ([www.nunziagalati.de](http://www.nunziagalati.de)), Gabriela Kaiser ([www.meet-the-future.com](http://www.meet-the-future.com)), Rene Lang ([info@freudenstuerme.de](mailto:info@freudenstuerme.de)), Birgit Roth ([www.trend-trade.com](http://www.trend-trade.com)) and Iris Wagner-Pill ([www.mondmilch.de](http://www.mondmilch.de)).

This was followed by matchmaking interviews between designers and possible employers. The circle of participants consisted of design managers, product responsables, designers and entrepreneurs from industry, trade and schools as well as representatives of the press. The presentation of the event was in the hands of Wolfgang Eckstein, expert for clothing and founder of theVDMD. According to the association they have an agreement with Frank Junker, director production office Cologne ([mail@event\\_instyle.de](mailto:mail@event_instyle.de)) and co-organizer of the

munich fabric start and the Jeans Fair JAM in Cologne, to hold the speed-dating in bigger scope and with much more renowned contractors from the industry at the munich fabric fair from 3 to 5 September 2008 in Munich.

Mara Michel, designer and managing director VDMD since 2002, stated that the demographic change needs new terminology. The 50 to 70-year-olds experience now a perceived age of 40 and the 70-year-olds and older a perceived age of 50 to 60 years. In 2050 will be in Germany more young at heart than young people, in 2050 more than half of the Germans will be older than 50 years. Designers should adjust to that in their collections and avoid in selling and in advertising the term Seniors - Best Agers, Silver Age etc. would be better. Mara Michel directs together with Gabriela Kaiser the Trend agency Futurize ([www.meet-the-future.com](http://www.meet-the-future.com)).

Doris Hartwich (51) ([www.dorishartwich.de](http://www.dorishartwich.de)), "she feels like 40" – Germany's only men's wear-designer since 20 years – tries to give the man something to elevate him out of the grey mass, her target group is the man mid-30 to infinite; she does not want to create fashion for older men, sportiness is the goal. She banks on youthfulness and stresses the body contour, however, at the same time really comfortable. This is only possible in close cooperation with an experienced cutting technician.

Prof. Dr. Ulrich Kern (54), since March 2008 professor for design management at the faculty design at the HAWK Hildesheim, held an impuls lecture about "Design brings sales – from the sleeping colossus to the creative giant". In 2000 his book came out "Design as integrating

factor of the company development “ (Design als integrierender Faktor der Unternehmensentwicklung). In October 2005 a further book title was presented by him and Petra Kern „ Design management – the competency of the Creatives “ (Designmanagement – die Kompetenzen der Kreativen - Olms-publishing house).

The work group Trend of the VDMD has now published the color card fall/winter 2009/2010. It is the color pool for the fashion-, textile-, interior- and consumer goods industry. The five season subjects have titles in french. They un-

derline the renaissance of criteria which have always been determining for the french fashion philosophy: Esprit, Haute Couture, Allure, Feminine Presence, Raffinement and Erotism, as well as a subtle alliance of beauty and quality. The new color card can be ordered for 70.-EUR + VAT (members VDMD/VDID) and for 140.-EUR + VAT for non-members at the office of the VDMD/DDV ([vdmd@modedesign.de](mailto:vdmd@modedesign.de)), Semmelstraße 42, 97070 Würzburg, Tel.: +49 (0) 931 / 465 42 90.

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