



For Immediate Release
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Contact: Kim Johnson
Tel: 852 9168-2627

Bikinis take over China

(December 8,2006/HONG KONG) -Coinciding with Hong Kong Fashion week MarediModa, Europe's reference name for high end beachwear fabrics and accessories makes its first appearance in China with "MarediModa China 2007". Taking place in two metropolises of Asia, Hong Kong January 15-16, 2007 and Shanghai on January 18-19, 2007 this marks the first time that a workshop of this stature has appeared in these two cities. The aim of the workshop is to bridge the gap between European and Asian buyers and manufacturers, produce new trade agreements and create a networking environment that is dedicated to the beachwear industry.

MarediModa is known for the exclusivity of its exhibitors and the quality of their products. For the past six years it has had the distinct accolade of being the most prestigious exhibition in Europe with great success in Munich and Cannes. This year MarediModa continues to grow and has expanded into the lingerie market with the introduction of IntimodiModa, offering the same caliber of quality, design and technology as its counterpart. Luca Barbini, Chairman of MarediModa, says "We need to develop foreign markets further and for the next year we are committed to improving our presence in Asia and it is important to offer our Asian clients who are interested in both sectors a wider perspective."

Quality, Service, Tradition, Innovation, Creativity: these are the distinguishing features of the twenty or so Italian companies united under the Gruppo MarediModa presided over by Luca Barbini. The Group was established in 1988 within the Italian Silk Association for manufacturers of beachwear, who see, in the quality of the fabrics and the precision of the service, elements that are fundamental for their own success. MarediModa will be previewing the 2008 fabric and accessory collections for beachwear and lingerie at the Four Seasons Hotel in Hong Kong and the Palazzo Lomardia Exhibition Hall in Shanghai.

For further information contact: kjmaredimoda@hotmail.com

www.maredimoda.com

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Registered Office: Consorzio MarediModa - Via Raimondi 1 - 22100 Como - Italy - VAT no. 02771960131

MarediModa Offices: c/o Sottosopra - Via Calabiana 6 - 20139 Milano - Italy
Tel. Expo + 39 02 52 20 98 69 - Tel. Visitatori + 39 02 55 21 21 87 - Fax +39 02 56 81 06 14
www.maredimoda.com - maredimoda@maredimoda.com