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Press release

Zurich, 22 February 2006

Exclusive prizes for male and female fashion designers

Stella Contemporary Fashion Awards 2006 in Zurich

The star of the Stella Contemporary Fashion Awards, which were staged for the first time last year, is rising in Zurich this year: On Friday, 17 November 2006 in the Maag Music- & Eventhall in the trendy Zurich-West district of the city. A brilliant fashion show will be presented in a cool and hip setting. The prizes that will be presented are the Swiss Textiles Award and the Annabelle Award. The event will be rounded off with a great after-show party. It is being organised by the Swiss Textiles Association (TVS) in cooperation with the biggest Swiss women's magazine Annabelle and is expected to be attended by famous designers and personalities from the international fashion scene, the business world and the media. This year the event is open to the public.

The organisers of the Stella Contemporary Fashion Awards have decided to stage this year's event in the trendy district of Zurich-West. Last year – because of pre-existing structures – the show was held in Lucerne. The decision to change the location was taken after careful consideration. Particularly important factors were the proximity to the textile region and the business centre Zurich, the size and ideal lay-out of the venue (the Maag Music- & Eventhall) with regard to the opening of the event and the short distance to Zurich airport for international guests. This year tickets in different categories will be on general sale. Information about advance ticket sales will be available at www.swisstextiles.ch and www.stella-fashionawards.ch in due course.

Entry conditions for the Swiss Textiles Award 2006

The Swiss Textiles Association is to present its Swiss Textiles Award to an up-and-coming male or female designer for the seventh time. The prize is international in scope and, at Euro 100,000, is the most valuable in the world. It will not be paid in cash.

Candidates for the Swiss Textiles Award must have been nominated by experts in an official process. The panel of experts is currently being formed and will be comprised of personalities from the international fashion scene. In the middle of the year it will be decided which designers will be allowed to present their creations at the final on 17 November 2006. A high-profile international panel will select the winner of the prize. The panel assesses the creativity, originality and marketability of the collections.

In order to be nominated for the Swiss Textiles Award designers must fulfill the following criteria:

- They must have been active in the fashion market for at least four seasons
- They must already have presented their collections at official international prêt-à-porter shows (Paris, London, New York or Milan)
- They must already have sales channels
- Their label must already have been discussed in the fashion press

Entry conditions for the Annabelle Award 2006

The biggest-selling Swiss women's magazine Annabelle is presenting its Annabelle Award for the third time. The prize is aimed exclusively at talented young Swiss fashion designers who have just completed their studies. The prize is a one-year residency with a top international designer – last year this was with the German designer Wolfgang Joop. Annabelle magazine meets all the costs of the residency and pays a monthly allowance, helping the winner to gain a foothold in the international fashion scene.

The application procedure for the Annabelle Award 2006 will be published online in April at www.annabelle.ch.

This press release can be downloaded from the site www.swisstextiles.ch/news

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