

## ASSOCIATION OF GERMAN FASHION AND TEXTILE DESIGNERS

### 20 years of service for members and the sector

This year the Verband Deutscher Mode- und Textil-Designer e.V. (VDMD, Association of German Fashion and Textile Designers), Munich (D), is celebrating 20 years of existence. This anniversary will be made known to a wide public by, among other things, special events. Together with the B-in-Berlin men's and ladies' fashion exhibition, Berlin (D), a trend area is to be set up and platform discussions are to be arranged on current topics in the sector at the show in July 2005. They tell us that for the CPD show in July they are organising "an entirely different design for the trend and communication area" with Igedo Company, Dusseldorf (D), their exhibition partner of many years. At both exhibitions "fashion shows and parties" will also "form the highlights", explains the VDMD.

Since its foundation, the VDMD has set itself the task, among other things, of integrating freelance and employed designers and strengthening their position with regard to their clients or employers. VDMD say that about 350 German fashion and textile designers belong to it. (Membership structure: 88% women, 12% men; in each case about 80% freelance/self-employed, 10% employees/lecturers, 10% students). It points to

its partners, sometimes of very long-standing, in its activities including sector associations, individual companies, sponsor members and exhibition companies.

The VDMD sees itself according to its own statements as a service provider to its members. Seminars and consultancy on legal, tax and insurance issues for the first stages of standalone business are among the core elements of the services offered. They say that they are also pursuing the implementation of network thinking within the association and with other sector organisations. Members have received many deals through the association, for instance on subscriptions to or entries in databases. Industry, the trade and designers are very happy to use the fashion colour charts that appear twice a year with an analysis of international trends, says the association.

The VDMD says that it often also functions as a point of reference for those interested in fashion and textile careers, the specialist and general press and for those studying for their diplomas who are researching into fashion and textile subjects. An appointments section in the B2B area of the association's website publishes current vacancies with partners in industry. s/

