

## MEDIA RELEASE

### Charles Vögele Group becomes title sponsor of Fashion Days Zurich

Pfäffikon/SZ, 8 April 2010 – Charles Vögele Group, one of Europe's leading vertical fashion companies, is title sponsor of the inaugural Fashion Days Zurich. The company has signed a three-year contract with the event's organizer, International Management Group (Schweiz) AG. André Maeder, CEO of Charles Vögele Group: "Fashion Days Zurich provides a great platform for presenting fashion shows, which are normally only accessible to industry specialists, to a broad audience. The international focus of this event is one of the main reasons we decided to sign up as title sponsor."

Between 3 and 6 November 2010, up-and-coming talents and internationally known designers will present their spring/summer 2011 collections. The opening night of Fashion Days Zurich will feature a fashion event staged by Charles Vögele Group. A particular highpoint will be the launch of a new brand. This new brand's collection will be presented in public for the first time during the Fashion Days. The event will close with a fashion show centred on Charles Vögele's attractive children's wear.

The prestigious independent "Swiss Textiles Award" and "annabelle Award" will be presented during the Charles Vögele Fashion Days Zurich. The Charles Vögele Fashion Days Zurich will be held every year in November.

Further information can be found at [www.charlesvoegele-fashiondays.com](http://www.charlesvoegele-fashiondays.com)

Charles Vögele Group is one of Europe's leading vertical fashion companies. It offers the latest fashions at great prices to people in the prime of their lives who want to feel good. With attractively presented goods, combined with friendly, knowledgeable advice, it creates a relaxed and enjoyable shopping experience. Charles Vögele has sales outlets in nine countries: Switzerland, Germany, Austria, Slovenia, the Netherlands, Belgium, Hungary, the Czech Republic and Poland. In 2009, the Group generated gross sales of CHF 1.5 billion with approximately 7,800 employees. Charles Vögele Holding AG's shares are quoted on the SIX Swiss Exchange (securities number: 693 777).

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