

Press Release

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VSM Group main sponsor of international design competition

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Starting this year, VSM Group will act as main sponsor for the international Young Fashion Designer Competition.

"The purpose of the competition is to encourage and support young design students and give them the opportunity of being spotted by the fashion industry," says Lill Nylén, PR Director for VSM Group's global brands, Husqvarna Viking and Pfaff.

The Young Fashion Designer Competition lasts all year. Following local heats in some 15 countries, the young clothes designers gather for a major final in Paris, where they will have the opportunity to show off their creations. The main event is a big fashion show in front of a large number of representatives from fashion and the media.

Participants in the final will each receive a certificate and a grant of EUR 450. For the winner, in addition to a grant of EUR 3,000 there is also a top model Pfaff sewing machine worth around SEK 40,000, a choice of tours, and a place at a Paris design school. VSM Group will also award a special prize to one of the participants.

Headquartered at Huskvarna, VSM Group is, with Air France, main sponsor of the competition, which started in 1982 and is supported by such bodies as Federation Francaise de la Couture.

Caption:

Kaixu Yu from Canada won the VSM Group special prize for this creation. This picture was from the Paris final of December 2002. To the left can be glimpsed fashion legend, Pierre Cardin.