



Vilsbøl de Arce in collaboration with CIFF

The prominent Danish designer duo, Vilsbøl de Arce, is a part of the strong stylist team behind this season's CIFF TREND SHOW at the fashion fair in Bella Center.

This season, CIFF TREND SHOW will be produced by a new constellation of talents, giving rise to a range of innovative possibilities. A strong team of stylists has teamed up with the show production company, PIVOT Performance, to produce this year's big trend show at Bella Center.

Each of the selected stylists will style one of this year's four trend themes developed for CIFF by the French trend agency, Peclers Paris.

Among the stylists chosen is the renowned designer duo, **Vilsbøl de Arce**, who have never previously worked as stylists in the commercial segment:

"We decided not to hold a show during fashion week this season, as we are focused on finding investors and getting exciting business initiatives in place with new international partners. However, we look forward to showing our new collection in Paris in October and in the meantime we will contribute to Copenhagen Fashion Week by styling a part of the trend show at CIFF. Although it is a completely different segment than we are used to working with, we welcome the challenge of presenting the trend "New Edge" in Vilsbøl de Arce's spirit. We hope to boil things down to their essence and we hope that CIFF's exhibitors and guests are inspired by seeing the clothing in a new light," say Pia de Arce and Prisca Vilsbøl.

Vilsbøl de Arce was founded in 2007 and is inspired by the worlds of art and performance. The two-woman designer team creates collections that are sold in New York, Paris, Hong Kong and other cities around the world. Vilsbøl de Arce's list of customers includes Lady Gaga, Rihanna and Natalie Portman. www.vilsboldearce.com

While Vilsbøl de Arce is responsible for the "NEW EDGE" theme, stylist **Christina Wedel** will oversee the "SOFT ALTERNATIVE" trend theme. Christina Wedel has worked as a stylist for television programmes, magazines and private customers for the past 18 years. She has contributed as a stylist for number of Danish television productions, including the popular QTV, Danish Music Awards and TV2 Zulu's Fashion Patrol, where she was one of the four hosts. In 2009, she published the book "What Suits Me?".

Bella Center A/S

Bella Center, Scandinavia's biggest trade fair and congress centre, hosts a vast range of events every year: from trade fairs for fashion, food, cars, boats and holidays to major international events such as the MTV Awards, the UN climate change conference COP15, and the IOC Session and Olympic Congress. Bella Center A/S also consists of: **Copenhagen Fashion House** – permanent showrooms for fashion; **BC Design Center** – a permanent exhibition platform for furniture and interiors with Scandinavia's first materials library; **International House** – centrally located serviced offices in all sizes, featuring all modern facilities; **Bella Center Services**, which offers catering for up to 15,000 guests at a time; and **Forum Copenhagen** – a subsidiary since 1997 where a wide range of concerts, exhibitions and parties are held. The latest addition to the group is the **Bella Sky Comwell Hotel Copenhagen**, the largest hotel complex in Scandinavia, which was inaugurated in spring 2011..

BellaCenter

Bella Center A/S
Center Boulevard
DK-2300 Copenhagen S

Telephone: +45 32 52 88 11
E-mail: bc@bellacenter.dk
www.bellacenter.dk



www.christinawedel.dk

The “URBAN JUNGLE” trend theme will be styled by floral designer **Annette von Einem** in collaboration with stylist Charline Skovgaard and make-up artist Tina Kristoffersen (who will also be doing the hair and make-up looks for “NEW EDGE” and “SOFT ALTERNATIVE” – www.tinakristoffersen.dk). Annette von Einem is one of Denmark’s premiere floral designers, specialising in communication and branding with flowers. Her focus is on floral design for specific events, product launches and promotions and her sense for detail has brought modern floral art closer to the fashion and design world. Annette von Einem’s work is also featured in the prestigious international art book, “International Floral 2010/11”. www.voneinem.dk

Stylist Fadi Morad will be behind the last theme “TECHNICOLOR SUMMER”. Fadi Mora was born in Beirut and has worked as a stylist for 12 years. His work has taken him to cities including Stockholm, Barcelona and Cape Town. His office today is located in Copenhagen. Fadi Morad loves his trend theme, which he hopes will amuse and delight everyone.

For more information about CIFF TRENDS and CIFF in general, please visit www.ciff.dk

Contact:

Bolette Hvalsøe, Exhibition Director, bhv@bellacenter.dk, tel.: +45 3247 2301

Sugasini Sooriyakumaran, Press & Communications Adviser, sso@bellacenter.dk, tel. +45 3247 2613