



MEDIA RELEASE

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## **INTERNATIONAL DESIGN AWARD FOR SILKBODY**

New Zealand clothing brand Silkbody has won a coveted international seal of quality for its innovative pure silk soft shell garment SilkFleece, at the European OutDoor trade fair in Germany.

OutDoor is Europe's leading outdoor sports trade show with 730 exhibitors, attracting 17,000 trade visitors from 70 countries.

The OutDoor Industry Award is designed to help consumers recognize "high-performance technology, innovative breakthroughs and original products," said the competition organizers, IF Design from Germany.

Silkbody's SilkFleece garment was selected for an OutDoor Industry Award from a pool of 204 entries from 21 countries. Awards were given to products in categories ranging from apparel to hardware and footwear.

Silkbody has received a market development grant (EDG-MD) from New Zealand Trade and Enterprise (NZTE) to support its launch in Europe. Attendance at the Trade Fair was part of the Grant funding and Silkbody worked closely with the NZTE offices in Paris, London and Hamburg to establish important trade and media contacts across Europe prior to arriving in Germany.

"Receiving the OutDoor Industry Award 2007 was an excellent vote of confidence from the European market for Silkbody. It places us alongside the established industry leaders," said Silkbody's director Emily Cooper.

"As a result we are pursuing fantastic opportunities in Europe, Scandinavia and Asia."

The Award's international jury consisted of top industry players, including major outdoor retailers and leading magazine editors from across Europe.

Products were judged against a set of criteria which included degree of innovation, design quality, workmanship, choice of materials, environmental friendliness, functionality, ergonomics, utility value, safety, trend setting character and branding.

The SilkFleece product has a unique dual-layer construction that is designed to insulate the body without bulk or weight. The insulating 100% silk fleece inside is covered with a silk knit that traps warm air between the layers and provides wind resistance. The garments are extremely lightweight, breathable and warm.

SilkFleece is available for men and women in three styles - full zip, half zip and hoodie.

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