

Media information, May 2005

## Fashionable concepts of Pin-ups

**7 designers were selected from more than 700 fashion drawings by an international jury of fashion-experts for the Triumph International Fashion Award 2005. Applications from New York, Rio de Janeiro, London, Paris, Rome, Barcelona, Amsterdam, Zurich, Berlin, Brussels, Tel Aviv, Prague, Budapest, and Moscow but also from Kazakhstan, Hong Kong and New Delhi show the great potential of international creativity.**

The theme of this year's award "Pin-up" - **Dress up the Pin-up for a glamorous party** is dedicated to the glamour of the golden times of Hollywood and the timeless female icon of the "Pin-up". The Award is focused on creative and innovative design of glamorous party clothes that celebrates the beauty of luxurious lingerie: bra and corsage as visible and integral parts of clothes.

**7 selected designers in the public online voting on [www.fashionoffice.org/triumph](http://www.fashionoffice.org/triumph)** (until 20. July)

- Barbara Joana (Portugal)
- Fiorenza (UK/Italy)
- Karisma Costumes (Germany)
- Lim Bee Lean (Malaysia/Singapore)
- Magdalena Seifried (Austria)
- Rafael Gomes (Brazil/Germany)
- Susanne Zaspel (Germany)

**Triumph International** [www.triumph.com](http://www.triumph.com)

The story of Triumph International dates back well over a century and its history parallels developments in the world of fashion. Founded in Germany in 1886 by the Spiesshofer and Braun families, who still manage the business today, the company grew from small beginnings to Europe's largest lingerie manufacturer and a leading garment maker throughout the world. Production began in a barn in Heubach, Germany, with just 2000 Goldmarks and six employees. Today the company has a turnover of 1.6 billion US-\$ and a workforce approaching 37,000. In 1886 the founders declared their dedication to innovation, a philosophy that remains the same to this day and in 1902 'Triumph' was officially registered as their trademark. Soon the company had independent subsidiaries for swimwear, daywear and nightwear and new technological developments such as moulding and high frequency welding, used instead of traditional stitching, were revolutionising looks and possibilities for Triumph designers. On a global scale, Triumph International is represented in almost every country in the world and the company produces and markets foundation garments, lingerie and nightwear, swimwear and beachwear, sportswear and leisurewear. Triumph International attributes its success as a worldwide active manufacturer to its strong brands: Triumph, Sloggi, Bee Dees, Valisere and HOM.

**fashionoffice.org**

In 1996 fashionoffice.org has been the very first online fashion magazine in German and English worldwide. Now it is excellent ranked in the most important search engines and one of the most frequented fashion publications on the internet. Information about statistics and demography: [fashionoffice.org/contact](http://fashionoffice.org/contact)

**Photos and text about the Triumph International Fashion Award 2005:** [www.fashionoffice.org/triumph/press](http://www.fashionoffice.org/triumph/press)

**Photos and text about Triumph International:** [www.triumph.com/press](http://www.triumph.com/press)

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**Barbara Joana "Inverted pin up"**

The fashion designer was born 1981 in Portugal and educated at the renowned CITEX. She already has won the Designer Award "Modtissimo" as well as the 1st Price of the "Act-Acrobatic" Fashion contest in Portugal.

*Credit: Barbara Joana/Triumph International Fashion Award 2005*