



MEDIA RELEASE – for immediate use

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SILKBODY EXPANDS INTO GERMANY, BELGIUM, SWEDEN

Dunedin's Silkbody clothing has landed three separate distribution deals for the lucrative European markets of Germany, Belgium and Sweden.

A deal signed in Germany last month will see the first stock delivered into German stores in February next year for the northern hemisphere Spring/Summer 09 season. The deal will increase the brand's export turnover by 200% in the first year.

Managing director and designer Emily Cooper says "It's the perfect time for launching Silkbody into Germany. Our product is natural, environmentally friendly and it's produced in an ethical, sustainable manner. The focus in the German outdoor market at the moment is "sustainability", so it's no surprise that retailers and consumers are looking for exciting new products that fit these criteria."

Germany is the biggest outdoor market in Europe, with sales in this sector worth EUR 1.6 billion in 2006. Outdoor clothing sales alone in Germany are worth around EUR 840 million.

"We're very excited. Germany is a key market for us. It's often seen as a launching pad for the rest of Europe" says Emily.

A distributor was also established last month for Belgium, covering the Netherlands and Denmark, for a Winter 2009 launch. Sweden will be covered by a separate agent for Winter 2009.

A new distributor in Taiwan will take delivery in March for Summer 2009 also.

The new distributors join the other six countries that Silkbody is already available in – the UK, Ireland, Iceland, Chile, Australia and New Zealand.

Silkbody was launched six years ago by father and daughter team David and Emily Cooper, designed as a natural alternative for everyday, sport and travel wear. It's proven performance advantages include:

- * Naturally odour resistant
- * Absorbs 30% moisture without feeling damp
- * Fast drying
- * Easy care
- * Soft on the skin
- * Excellent warmth per weight
- * Breathable

Silkbody is made from sustainable resources. The silk fibre is biodegradable and its production is earth-friendly and pesticide-free.

In New Zealand Silkbody have just launched their new Summer 09 range. New products include luxurious 100% silk fitted boxers for men, a lightweight hoodie and fresh new colours of Green Tea, Iris, Shell Pink, Cranberry and Khaki.

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