



reddot design award

Press release

Essen/Germany, 5. February 2015

Red Dot Award 2015 – Star designers Jimmy Choo and David Andersen will assess fashion category

The registration phase of the Red Dot Award: Product Design 2015 ends on 11 February. The annually organised international competition has been awarding products of good design quality for 60 years now. In its anniversary year, "Fashion, Lifestyle and accessories" is one of 31 categories. Red Dot contributes to the growing number of submitted projects from the world of fashion. To be up to the variety of areas like haute couture, shoes, street fashion, and bags, Red Dot invited the most prestigious fashion experts in the history of the award: Jimmy Choo and David Andersen are part of the Red Dot jury 2015.

Datuk' Professor Jimmy Choo founded his own couture label and opened a shoeshop in London's East End in 1983. In 1996, he launched his ready-to-wear line and sold his share in the business in 2001. He is a promoter for design education and an ambassador for footwear education at the London College of Fashion as well as a spokesperson for the British Council in their promotion of British Education to foreign students. In 2015, Jimmy Choo will be in the Red Dot jury for the third time and is not only looking forward to new product designs and the jury colleagues but estimates the award as a source of inspiration: „I feel very happy to be here again and see so many people for design. We all have our strong point and at the end we choose the right things. I see a lot of new designs, which also inspire me for my collections."

A new member of the Red Dot jury is David Andersen. The designer from Denmark creates successful ready-to-wear clothing, shoes, perfume, underwear and home wear. In 2007, he launched his collection "David Andersen" and conquers the world of fashion in giant steps: His brand is expanding in Europe, Asia and the US. The all-rounder regularly presents his designs in couture exhibitions all over the world and is a visiting professor at Scandinavia's largest design and management college. Along



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with Jimmy Choo, he will award the best design achievements in the field of fashion with a Red Dot.

4.815 products from 53 nations have been entered into the competition in 2014 alone. One of the designs awarded last year: The women's felt boots "Moose" by Diversus LT with moose decor and a high shaft made of milled sheep's wool provide warm feet. The jury has been enthused: "These warming boots are the new interpretation of a well-trying, classic piece of footwear with stylish accents." Already now, the Red Dot experts can look forward to numerous high quality submissions of this year.

About the Red Dot Award: Product Design:

Designers and companies are currently invited to submit their products in 31 categories. An international jury of independent design experts will assess each product and project. There is no digital preselection phase; each object is assessed directly in situ. The best achievements will be awarded the sought-after seal of quality, the "Red Dot". The award-winning designs are traditionally celebrated at the festive Red Dot Gala in the summertime and exhibited in the Red Dot Design Museum Essen.

Registration phase until 11 February 2015

Red Dot Gala: 29 June 2015

For further information and to register, go to www.red-dot.org/pd.

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