

Press Release

Oerlikon supports young fashion designers

Oerlikon sponsors the Mercedes-Benz Fashion Days Zurich

Pfäffikon SZ, Switzerland, October 18, 2012 – Oerlikon, one of the world's leading innovative industrial groups specializing in machine and plant engineering, as well as being the largest global manufacturer of textile machines sponsors the Mercedes-Benz Fashion Days Zurich 2012 and is thereby supporting Swiss fashion designers and the new generation of designers in Shanghai.

The global Swiss Group is the presenting sponsor of the Mercedes-Benz Fashion Days Zurich 2012 and will be presenting the Swiss Designers Show entitled "An Homage to Diversity" on November 9. As well as promoting the Swiss fashion design scene, the event will also showcase the Fibers and Yarns Award's 2012 winning collection from the Fashion Institute of Donghua University in Shanghai exclusively for the first time in Europe. The award was initiated by Oerlikon.

The long-established Swiss company tasked the Shanghai students with designing clothes made from avant-garde materials that were produced on Oerlikon machines. The challenge was to use everyday textiles such as tarpaulins, car tires and carpets, and to take inspiration from Oerlikon's «e-save» sustainability program when deciding on the style and colors of the clothes. The designers were provided with more than a metric ton of materials such as fibers, yarns, filaments, tire cord and fleece. In just three months, the concept and designs had been drawn up and the fittings completed together with a small team of young designers. The final result is a futuristic, glamorous collection, which sponsor Oerlikon will now be presenting at the Mercedes-Benz Fashion Days Zurich with the new label Wensibo.

The business units within Textile, Oerlikon Group's largest segment, are the market leaders in the man-made fibers, natural fibers and textile components technology areas, and are constantly setting new standards for global textile production with their innovative solutions. The segment offers a comprehensive range of turnkey solutions, from plant design for man-made fibers and non-woven production to systems for ring spinning, rotor spinning, winding, twisting and embroidery.

Sponsorship plays an important role in Oerlikon's corporate and communications strategy. Among others, the group is involved with the Sauber F1 Team in motor racing and supports the Swiss Ski Association's youth work and centers of excellence.

The Oerlikon-sponsored Swiss Designers Show will take place on Friday, November 9, 2012 at the Schiffbau in Zurich.

About Oerlikon:

Oerlikon (SIX: OERL) is a leading high-tech industrial group specializing in machine and plant engineering. The Company is a provider of innovative industrial solutions and cutting-edge technologies for textile manufacturing, drive, vacuum, thin film, coating, and advanced nanotechnology. A Swiss company with a tradition going back over 100 years, Oerlikon is a global player with more than 17 000 employees at over 150 locations in 38 countries and sales of CHF 4.2 billion in 2011. The Company invested in 2011 CHF 213 million in R&D, with over 1 200 specialists working on future products and services. In most areas, the operative businesses rank either first or second in their respective global markets.

For further information please contact:

Burkhard Boendel
Head of Group Communications & IR
T +41 58 360 96 02
F +41 58 360 98 02
pr@oerlikon.com

Dr. Holger Schimanke
Head of Public Relations
T +41 58 360 9659
F +41 58 360 9859
pr@oerlikon.com



Innovative Fashion sponsored by Oerlikon
Copyright

Please use below link to download the high-resolution file:

<http://www.oerlikon.com/en/company/sponsoring/mercedes-benz-fashion-days-zurich/>