

press release, October 2004

The 3 Finalists of the Triumph International Fashion Award 2004

- **House of Diehl – New York-USA**
- **Aleksandra Paszkowska – Poland/Belgium**
- **Elodie Sturniolo - Italy/Switzerland**

The global market leader in high quality woman underwear Triumph International has invited for the very first time in the company's history to participate in the "Fashion Triumph 2004". Designers from New York, Berlin, Vienna, Geneva, Florence, Shanghai, Teheran, Buenos Aires, ... have sent their creations.

Since February all attendees have been assessed in a process of selection in 3 phases:

- 1. Participants:** Fulfilment of all the technical and thematic requirements. The theme of the award: *>Dress me Up! - The Seductive Décolleté<* focuses on the design of women's wear that celebrates the beauty of the décolleté in underwear and swimwear.
- 2. The 7 Selected:** an international jury of experts nominates 7 designers among all participants
- 3. The 3 Finalists:** online voting on www.fashionoffice.org/triumph with weekly ranking to determine the 3 designers most adored by the public

House of Diehl's transformative power of fashion:

Mary Jo Diehl tells us the story of the seductive sea virgin who touches land for the first time with her fashion concept "Mermaid". And she shows us how fashion can transform us into a brand new individual and that we can trust in our natural glamour hidden in us.

Born in New York City Mary Jo Diehl describes herself as an artist and philosopher. She has won two of the most important American fashion prizes shortly after the launch of "House of Diehl": the "Gen Art Styles Award" and the price of the "Ecco Domani Fashion Foundation". Mary Jo Diehl presents "House of Diehl" in New York, Los Angeles, London and on the internet www.houseofdiehl.com. Selected pieces can be bought at Henri Bendel, New York. You find the "Mermaid" outfit in the press corner of the fashion platform www.fashionoffice.org/triumph/press

The princess of instant fashion Aleksandra Paszkowska:

Aleksandra Paszkowska uses fashion to bring a special kind of humour into fashion and the struggles of everyday life. With her fashion every girl/woman can transform herself immediately into an instant dream by wearing Paszkowska's "Instant Princess" dress with the "Pop Up petticoat" or for the very moment in life the "Emergency Wedding Dress".

Born 1969 in Poland Aleksandra Paszkowska studied in Germany, France and Belgium. She has won her first prize „La Belgique a du talent" in 1992. After collaborations with the team of Ermenegildo Zegna and Gucci she has set up her label „Y-dress?" in 1996. Her first shop has opened in Brussels last year. With her stylish concepts like "Unzip My Heart" she has shown us the way to the lovely world of the true fashion princess. Press corner of Y-dress?, Aleksandra Paszkowska: www.gillesrentiers.com/ydress/

Transparent harem clothes by Elodie Sturniolo:

Born in Italy Elodie Sturniolo is student of fashion design at the famous „Haute Ecole d'Arts Appliqués" in Geneva, Switzerland. Her transparent harem trousers worn over lingerie are a romantic symbol of the connecting power of fashion for different cultures. With her designs she has conquered the hearts of the jury of experts as well as the audience. For more information about Elodie Sturniolo please use www.fashionoffice.org/triumph/press

The winner of the Triumph International Fashion Award 2004 will be selected by a jury of international fashion journalists and will be announced in November.

Press corner Triumph International Fashion Award 2004: www.fashionoffice.org/triumph/press

In 1996 www.fashionoffice.org has been the very first online fashion magazine in German and English worldwide. Now it is excellent ranked in Google, MSN and Yahoo and one of the most frequented fashion publications on the internet.

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Mary Jo Diehl, philosopher and artist, transforms individuals into glamorous super stars



Aleksandra Paszkowska develops the concept of the „Instant Princess"



Elodie Sturniolo seduces with transparent harem clothes