

Illustrious fashion jury for the Triumph Inspiration Award *Viktor & Rolf, Helena Christensen, Ellen von Unwerth and Sarah from colette among the high profile jury members of the TIA 2008 in Beijing*

Munich, July 18, 2008

For the grand final of the Triumph Inspiration Award '08, to take place on July 31 in Beijing, all the competing finalists will be under the scrutiny of one of the most demanding juries to have ever judged lingerie inspiration. The experts are among the best the fashion world has to offer: The Dutch design duo *Viktor & Rolf* (Viktor Horsting & Rolf Snoeren), Danish Top model *Helena Christensen*, German Fashion photographer icon *Ellen von Unwerth* and colette's chief purchaser and creative director *Sarah from colette* will join Triumph's Jan Rosenberg in deciding who has presented the most inspired and inspiring lingerie design. The international winner not only pockets the prize money but will also be involved in the adaptation of his/her showpiece into a commercial garment, which will be produced in a limited edition and sold worldwide in Triumph stores.

All competitions in the participating countries and regions - in total 31 from India to Israel, from Norway to South Africa and from Brazil to Tokio - have come to a close. Now, it's time for the young national winners, from renowned fashion and design schools from across the world, to prepare for the final in the mysterious and vibrant city of Beijing. Here, they will all personally introduce their concepts and design pieces to the public and the jury in a spectacular show. All designs will be judged upon innovation and creativity whilst interpreting "Female Fascination" (the design theme), individuality and uniqueness, concept, aesthetics, quality (in design and execution) and presentation.

A full overview of all finalists is available at www.triumph-inspiration-award.com - portraits of all finished pieces will be disclosed on July 29, 2008 on the website and on July 31 live in Beijing, in the House of Switzerland.

About the TIA

The Triumph Inspiration Award, inaugurated this year, is a global design competition created by lingerie specialist Triumph International. The Award challenges students from prestigious international design schools to create a conceptual showpiece-set, comprising of an under-wired bra and brief, dedicated to the design motto "Female Fascination" (2008).



Over 30 countries and regions from Europe, Africa, Asia, Latin America and Oceania have participated in the inaugural round and the finalists will meet and compete in pre-Olympic Beijing on July 31, 2008 at the avant-garde 798 Art Zone situated in the Dashanzi Area. Here in Beijing's bohemian quarter the final will take place in the Factory Hall 706 which will be home to Switzerland's National House during the Olympic Period - the >House of Switzerland<.

The international competition winner will pocket Euro 15,000 but even more importantly, his/her showpiece will be adapted and interpreted by the Triumph design team, leading to series-production of the set. The finished product, including special hangtags, will be produced and sold as a special limited edition in selected Triumph stores worldwide.

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Triumph International is one of the world's largest underwear manufacturers. The company enjoys a presence in over 120 countries with its core brands Triumph®, sloggi®, Valisère® and HOM®. Triumph employs more than 43,000 people and achieves a turnover of CHF 2.5 billion (2007).

Triumph thanks its co-sponsors Wella and Shiseido for their support of the International Final.