FOR IMMEDIATE RELEASE

Jimmy Choo OBE to speak at
The Textile Institute World Conference

Manchester, UK – 30 April 2012 The Textile Institute together with its partner the Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia, is delighted that Dato’ Prof Jimmy Choo OBE will join the impressive line-up of speakers at this year’s World Conference in Malaysia.

Chairman of the Events Committee, The Textile Institute, John Smith commented, “we are extremely pleased to have such a fantastic collection of key-note speakers at this year’s event. They bring a diverse range of topics and offer attendees a fantastic opportunity to listen to some of the leading professionals in the wider textile arena.”

Mention “Jimmy Choo” and elegant, exquisitely crafted shoes immediately come to mind. Famed for making shoes for the late Princess Diana (the Princess of Wales), Dato’ Prof Jimmy Choo OBE’s beautiful creations have adorned the feet of royalty, celebrities and pop stars.

Since establishing his couture label in 1986, Choo’s made-to-order designs have included an extensive range of hand beaded, hand stitched and personalised shoes ranging from slippers, sandals, mules to boots. In 1996, building upon his already strong presence in Britain and his growing international reputation, Choo launched his ready-to-wear line and subsequently sold his share of the ready-to-wear business in November 2001 to Equinox Luxury Holdings Ltd entrusting them to carry on his hallmark of comfort and elegance to the luxury goods market, whilst he himself continued to operate his couture line.

Today, Choo’s presence is forefront in two main areas, namely, at his couture house on charming little Connaught Street (off Hyde Park), where he still actively works with his team in the design and production of bespoke handmade shoes bearing the Jimmy Choo Couture label; and in his firm support for education, as Ambassador for Footwear Education at the London College of Fashion and a spokesperson for the British Council in their promotion of British Education to foreign students.

Dato’ Prof Jimmy Choo OBE is a firm believer in ‘Creativity Through Skills’, a slogan he is promoting. He commented, “It is important to be skilled in order to become a good designer. A designer should not just be someone who is good at sketching but also be well versed and knowledgeable in every aspect of the making of any creation.”

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Dr Dieter Eichinger, VP and general manager of business unit textile fibres, Lenzing AG will give a keynote titled the ‘Vision of Cellulose Fibers in 2020’. Man-made cellulose fibres have moved from being a low performing alternative to cotton to become an attractive raw material for sustainable as well comfort reasons. Looking into macroeconomics as well as innovation platforms there will be new opportunities in new applications. Lenzing AG is a leader and globally operating cellulose fibre company in the field of man-made cellulosic fibres including viscose, Modal and Tencel (Lyocell).

Dr Peter Dinsdale CText FI, is a specialist in the fibre, textile and garment sectors, he recently retired from being principal industry specialist (textiles) at the World Bank/ IFC where he worked on the selection, appraisal and supervision of a variety of fibre and textile investment projects in emerging markets. He is still retained in an advisory capacity to IFC.

Currently Chairman of Trigon Diligences Ltd, a London based consultancy, Dr Dinsdale is also a visiting professor at the School of Materials, University of Manchester, UK. He will ask ‘Can we Forecast the Future?’ and will address the need that textile producers, machine makers, investors and governments all have - a concerned interest in knowing the status of a country's textile sector. The output, efficiencies and dynamics of both current and future supply and demand are key questions in planning progress, investment needs, and the potential for job creation etc. But what are the approaches and methodologies used in undertaking successful country sector studies, covering fibres, textiles and made-up products.

The final keynote, Mr D R Mehta B Sc (Textile) PGCBM, CText FTI, FIE, FTA and a Chartered Engineer will provide a keynote address on ‘Textile Competitiveness in an Integrated World’.

Mr Mehta is ex-chairman cum managing director of NTC (Government of India) and Hakoba Embroideries and has been associated with Eurotex Industries & Export Ltd for 5 years. In 1992 he was awarded the FTA followed by a Service Gold Medal in 2000 by The Textile Association India (TAI). He is President of TITOBA (West Zone) and President Emeritus of TAI Mumbai Unit.

TAI is the largest textile professional body of India and was established in 1939 with 126 founding members. Today the Association has more than 22,000 members with 27 affiliated units, spread throughout the length and breadth of the country. Mr Mehta has been the National President of TAI since 2009, under his leadership the association introduced a World Textile Conference in Mumbai, and witnessed one of the most successful and well attended international events in India. He has been re-elected as National President for the term 2011-2013.

The organisers of the 88th Textile Institute World Conference, ‘Bridging Innovation, Research and Enterprise’, The Textile Institute together with the Universiti Teknologi MARA, invite local and international participants to attend the conference.

With over 90 presentations the conference will cover, but is not limited to the following areas:

- Clothing Manufacturing
- Composites
- Design, Fashion, and Footwear
- Dyeing, Finishing, and Printing
- Education and Training
- Future Trends and Visions
- Marketing and Management
- Healthcare and Medical
- Historical

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Sponsorship packages are also available, providing companies with the opportunity to be associated with one of 2012’s most exciting events. Current sponsors include Taylor and Francis, Woodhead Publishing Ltd and Manchester Metropolitan University, others are currently in the process of being confirmed.

Full information regarding the conference is available on the website - www.tiworldconference.org

Notes to editors:

With International Headquarters in Manchester, UK, The Textile Institute is a unique organisation in textiles, clothing and footwear. Founded in 1910 the Institute was incorporated in England by a Royal Charter granted in 1925 and is a registered charity. The Institute has individual and corporate members in over 80 countries; membership covers all sectors and all disciplines in textiles, clothing and footwear. Individual members can also gain internationally recognised qualifications including, LTI (Licentiates); CText ATI (Associates) and CText FTI (Fellows).

The Textile Institute has members in all sectors of fibre-based industries worldwide. Special Interest Groups provide a focus for members in different sectors, with many organising conferences, study tours and other events in their subject area.

The current World President is Mr Andreas Weber CText FTI and the Chairman of Council is Mr John Wilson OBE CompTI.

Chairman of the Events Committee John T Smith Comp TI, CText FTI, CMC, MIMC, is the international coordination / long term advisor, textiles and garments, UNIDO – BEST, Bangladesh and chairman JTS International Consultancy Ltd.

More information about The Textile Institute is available on the website: www.textileinstitute.org

Photographs of the Key Note presenters are available on request.

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