

BRANDORA  
6 October 2010

**Irma To Exhibit In  
Tokyo's Prestigious  
Isetan Gallery**



**MM MerchandisingMedia** -  
October 2010

Goa Geneva Trading, owner of standout, illustrative character-based brand **IRMASWORLD** is delighted to announce collaboration with luxury retailer ISETAN in an agreement negotiated through Taiko & Associates which represents the property in Japan. The high-end department store is set to host the first Japanese solo exhibition of IRMA illustrations.



From 13th – 19th October ISETAN fifth floor gallery will present "Fashion Illustrations of 2010 Fall / Winter Collection by IRMA", a collection of original fashion drawings as well as limited edition prints. The 16th October will also see ISETAN hosting a press conference and autograph session with IRMA creator Jasmin Khezri. There will also be the opportunity to purchase IRMA products including books, stationery, t-shirts and jewellery. This exhibition marks the second time that IRMA has exhibited in Tokyo this year; in Spring Hillside Gallery included IRMA illustrations as part of a wider exhibition in the city.

**IRMASWORLD** is a standout character-based brand and the brainchild and alter ego of successful artist, fashion consultant and publisher Jasmin Khezri. IRMA is a truly cosmopolitan girl, a chic and independent young woman, a confidante, role model and advisor who shows off the latest trends, entertainment and styling tips on her website [www.irmasworld.com](http://www.irmasworld.com).

**IRMASWORLD** already has an established presence across a variety of platforms. IRMA's stylish editorial has made her a favourite contributor to Glamour magazine in Germany where she has an established role as International Trend Scout, celebrity interviewer and style expert. She has also provided fashion and beauty advice and practical lifestyle tips in magazines in the UK, France, the US and Japan.

With her distinctive visual style, IRMA is also in great demand by some of the biggest names in fashion. Esteemed French fashion house Celine has already produced a range of IRMA T-shirts and IRMA's image has also been used in high-profile advertising campaigns by leading brands such as De Beers, Ford, Noxzema, Danone and Carrefour as well as the cream of high fashion labels including Chloe, Louis Vuitton, Givenchy and Prada.

Goa Geneva Trading owns and represents worldwide rights to IRMA with the exception of Japan where IRMA is represented by Taiko & Associates. In Europe **MM MerchandisingMedia**, the licensing subsidiary of the ProSiebenSat.1 Group represents pan-European rights to the property. ISETAN Shinjyuku Store is at 3-14-1 Shinjyuku Shinjyuku-ku Tokyo 160-0022 JAPAN.