



Press Release (01/12/2008)

The international Jury of ISPO 09 brandnew award contest has voted for LEMANJA PANTS, product of **Sailing For Woman** range, as **WINNER** among 300 entries.

ISPO is the biggest World sport exhibition happening in München from 1st to 4th of February 09.

www.ispo-brandnew.com/en/Home.aspx

It is an outstanding achievement of the job started in October 2006 which rewards the design, the innovating character and the originality of **Sailing For Woman** collection, first foul weather gear trademark dedicated exclusively to Women and developed by **MORPHO**. www.sailing4woman.com

Thought of by Women for Women, we specially thank our designer Audrey Martinelli, graduated from HEAA Geneva art school, for the remarkable design and grading work made on the fashion range as well as our trademark ambassador Isabelle JOSCHKE, single handed ocean racer with an impressive winning track record, who helped us developing, testing and finalizing our gears since spring 2007. www.isabelle-joschke.com

Sailing for Woman clothes were very appreciated by numerous Sailing Women who bought them from specialty shops this summer 2008, 1st marketing sales season.

Reminder of Sailing 4 Woman philosophy, launched June 2007 at Société Nautique de Genève, Switzerland:

-**S4W** concept perfectly fits **MORPHO** strategy: inventing and developing outdoor products that fit human morphology.

-**S4W** design relies on **Ergonomy, Protection, Innovation, Lightness and Comfort**.

Innovative fabrics mix added to woman shaped cuts provide an exclusive feminine touch:

- ML (Morpho Layers) technology membrane fabrics with maximal performance in terms of waterproofness and breathability,
- Preshaped sleeves,
- 3D Coolwind Airtech protection pads at critical areas of woman body in Sailing/boating action,
- Bi-stretch fabrics inserts providing woman morphologic fit,
- Softness and extreme lightness of selected fabrics for ultimate comfort
- Trendy fashionable colors

The range includes Tech line and Fashion line, that cover every sailing/boating context.

Thanks to **Sailing For Woman** Women won't buy size XS from men's sailing brands any longer

*"Winning the brand new award provides us with a WINNER booth at ISPO Brandnew Hall B3; that will help speed up the international development of our French **Sailing For Woman** trademark and increase its awareness drastically thanks to premium Media exposure on TV, Internet, Radio, institutional press and to numerous journalists and professional customers expected in this hall at Ispo"* says Jean Marie Mechelany, CEO of **MORPHO**.

MORPHO will also exhibit HALL B5 333, as every year since 10 years, on the FRENCH ALPS companies booth monitored by Savoy International Chamber of Commerce to present new features of its winter 2009 snowshoe range. www.morpho.tm.fr

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