

## PRESS RELEASE

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### **Hungarian fashion designers awarded KONTAKT Erste Fashion Award**

**Budapest, 17 June 2010 – Erste Group has granted the award KONTAKT Erste Fashion to outstanding designers in Central and Eastern Europe for the fifth time. This year, the award went to ‘USE unused’, a brand established by three Hungarian designers.**

Ruth Goubran, head of social relations and sponsorship at Erste Group, has said in respect of the award that the EUR 5,000 KONTAKT Erste Fashion Award is designed to support the work of particularly creative and impressive fashion designers in Central and Eastern Europe for whom the Vienna festival represents an excellent opportunity to enhance their international recognition.

Ms. Eszter Füzési, Mr. Attila Godena-Juhász, and Mr. András Tóth, better known as the trio behind the award-winning brand, started their collaboration in 2003, while attending the University of MOME (Moholy-Nagy University of Art and Design Budapest), enrolling together in international competitions and creating their graduate collection. Following the initial successes, such as winning a first prize in London at the Cumulus Fashion Tour or receiving an offer to create the costumes for a movie, the team decided to stay together after finishing university and the company was born in 2006. Since then, the designers have taken part in several fashion events in Paris, New York and Tokyo with the collections receiving a good applause both domestically and internationally. Their participation at the International Fashion Fair 2007 in Tokyo was especially successful, as USE was awarded to be among the 10 best designers of the fair. The clothes are regularly featured in magazines and are present on the red carpet not only in Hungary, but also in the United States.

The main aim of USE unused is to create a worldwide known Hungarian fashion label that is successful, but still carries the Hungarian flavour rather than being a globalised mass product. Due to the success of the collections, the product portfolio has been widened in the last two years by menswear, eyewear and accessories. Besides Hungary, the brand ‘USE unused’ is currently present in the United States and Japan.

Erste Group launched the arts program KONTAKT in 2004, an initiative that focuses on the Central and Eastern European region, as well as contemporary art in addition to conceptual art of the 1960s and 70s.

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