



Review

Gallery Düsseldorf

International Fashion Tradeshow
26–28 January 2019

SHOWROOM CONCEPT
25–29 January 2019

“Today we are concluding the official tradeshow period of Gallery from Saturday to Monday on a very high note. Our USP is continuing to prove and dynamically establish itself: by successfully offering space for niche labels in the ‘Alte Schmiedehallen’ and a contemporary Showroom Concept in the three other halls, as well as meeting the growing demand in Düsseldorf and Germany in general. The fact that visitor numbers are perceived individually depending on the segment and that the trade fair and order business is becoming increasingly focused and targeted is very much in keeping with the times and reflected accordingly at every fashion fair to a different extent.”

Ulrike Kähler, Project Director & Managing Director of Igedo

Despite coming from two completely different worlds, two figureheads for absolutely opposite segments are of the same opinion: “Fashion knows no boundaries and needs to be more individual and integrative than ever before. That’s the only way – also at the POS – that it can remain successful,” as Meriem Lebdiri, founder of modest fashion label MIZAAN, said during her international overview of this new, globally important fashion segment at Gallery in a fully packed lecture, which she backed up with media documentation, including from Harper’s Bazaar USA.

ROLAND HOFFMANN Public Relations / Consulting GmbH

Kaiserswerther Straße 115, 40474 Düsseldorf, Tel. +49 211 585876-80, Fax +49 211 585876-87, E-mail info@rh-pr.de, www.rh-pr.de,
https://instagram.com/roland_hoffmann_pr

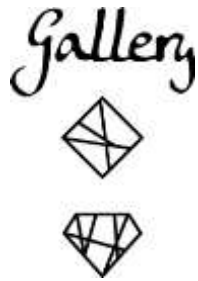


And design consultant, denim expert and hippie dandy Gerold Brenner agrees with her. He is one of the most photographed sartorial mavericks and “beards” of the Pitti Uomo in Florence, who has just received the VDMD.FASHION. PLUCK.AWARD.2019 at Gallery and was nominated in the “Best Dressed” category in 2018 by the Neue Zürcher Zeitung’s online lifestyle portal, NZZ Bellevue.

During Gallery, where a constantly growing line-up of accompanying events is also being offered, fashion is being presented at the Areal Böhler in an international, comprehensive, integrative and thematically relevant way. The tradeshow’s own GALLERY TRENDVIEW showcases this from a different angle, as well as the stylistically elaborate trend installations of the FASHION TREND POOL in the newly designed main entrance, where the digitalised admission and new strategic visitor navigation into all halls were met with approval.

The general vibe at Gallery is equally as impressive: the Showroom Concept with around 350 labels from approx. 15 countries in the ‘Kaltstahlhalle’, which was extended by an additional hall bay, in the ‘Halle am Wasserturm’ and in the ‘Altes Kesselhaus’ transports visitors into an international world of brands that appeals to hipsters just as much as Italian style aficionados, fans of brand-name shoes or lovers of established bag brands. It represents a product portfolio backed by strong sales agencies that makes sense to the professional buyers and also makes placing orders a highly enjoyable experience in one of the most beautiful settings that Düsseldorf has to offer. Especially for sectors that work strictly by appointment and prefer not to attract walk-in customers.

In the words of Marcel Egner, General Manager of 04651 SYLT, which is very much characterised by the high standards of the company behind it, BRAUN Hamburg: *“We are exhibiting at the Gallery’s Showroom Concept for the first time and are extremely impressed by this platform. Our summary: a fantastic tradeshow with a fantastic vibe! Not only were all fixed ordering appointments successful, but we were also able to attract a good number of new customers.”*



"This is the best tradeshow we've had in Düsseldorf in the last ten years," sums up BRASI & BRASI owner Maxi Kysely. And Roshan Paul from shoe brand NOBRAND, is also convinced: *"It's our first time exhibiting at Gallery. The atmosphere here is fantastic and we also like the halls. Next time we want to double our booth size!"*

Gallery is continuing the segments and niches in the 'Alte Schmiedehallen', where the vibe has changed due to the new visitor navigation and walkways of the additional hall bay: with around 450 labels from 20 countries, the segments and niches there are individual, specific and integrative. The Occident and Orient form a microcosm in the Design, Avantgarde and Evening areas, with international and exciting labels from countries including Ireland, Estonia, Russia and Croatia. *"As always, we are very happy to be in Düsseldorf! The event attracts international customers and a lot of orders are placed here,"* says Iris Janvier, owner of fashion brand IRIS JANVIER from Estonia. Maïté Ligot, Export Manager of the fashion by SARAH PACINI from Ireland, is also impressed: *"Gallery is the ideal platform for us. Düsseldorf is an ordering location and all appointments are consistently honoured. The new entrance situation has also been met with positive feedback and everything is very professional as usual."*

"This show gives us a great opportunity for us to meet with our existing customers and also more importantly to meet new customers from many different countries. Gallery is also excellently organised and presented very well," says Marc Offenbach from GINA BACCONI from the UK, in the Evening & Occasion segment. And Christian Sydow, Product Manager of FIEBIG SINCE 1903, in the Accessories & Shoes segment, said: *"This tradeshow is a huge success for us. We had a constant flow of customers on the first two days. Visitors came from all over Europe and also Asia. And we also really rate the new centred entrance. We've already exhibited at a few tradeshows this year, but we're always impressed by the service here at Gallery!"*



Fashion business is booming at the Areal Böhler in Düsseldorf: Gallery is a must-see and must-attend event in Germany with an absolutely experienced tradeshow organiser behind it: the Igedo Company Düsseldorf, which will have been in Düsseldorf for 70 years in 2019, and whose CPD licence awarded to Fashionnet Düsseldorf defines the entire Düsseldorf Order Days.

Düsseldorf, 29 January 2019

Upcoming date in 2019

Gallery	20–22 July 2019
Showroom Concept	19–23 July 2019

All activities of the IGEDO Company:
Further information about Gallery SHOES Düsseldorf:
Further information about Gallery Düsseldorf:

www.igedo.com
www.gallery-shoes.com
www.gallery-duesseldorf.com

FOLLOW IGEDO Company:

