



## **Accompanying line-up Gallery Düsseldorf**

**International Fashion Tradeshow  
20 – 22 July 2019**

**SHOWROOM CONCEPT  
19 – 23 July 2019**

### **Saturday, 20 July 2019**

#### **Fashion Cloud presentation**

**How a platform is revolutionising the interactions between suppliers and retailers.**

11:30 am – 'Alte Schmiedehallen', Pump Room

*Speaker: René Schnellen*

In his presentation, René Schnellen will be talking about the challenges facing fashion retail and, based on the example of Fashion Cloud, showing how brands and retailers can benefit from working with a platform. He will introduce the Fashion Cloud products (web platform for Content & Order, sales assistant app Clara for placing re-orders at the POS, and OrderWriter as a buyer app for the showroom) and explain the potential uses for retailers and suppliers.

**ROLAND HOFFMANN PR // Consulting GmbH**

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Over 6,000 retailers and 350 brands have meanwhile joined Fashion Cloud and are working together to build a strong wholesale community. As Europe's leading B2B platform for the fashion industry and an 'all-in-one' solution, Fashion Cloud makes it possible to transfer data such as delivery availabilities and product details via one central point of contact, thereby simplifying everyday tasks for brands and retailers. As well as an online platform, Fashion Cloud also includes two apps. The audience will be able to ask questions after the presentation.

#### **VDMD presentation**

#### **TrendApp – your colours & trends to GO!**

1:30 pm – 'Alte Schmiedehallen', Pump Room

*Speaker: Antoine Doubacis, CEO of The Patternclub UG*

My TrendApp offers textile, fashion and interior designers a mobile platform on which they can manage and present trends, images, ideas, colours and projects. An add-on service to the virtual colour and fabric visualisation, it also offers practical on-the-go communication on a tablet (Android or iPad). Users can freely mix the suggestions with their own ideas and use, manage and share them. The TrendApp also enables designers to design their own moodboards, colours and individual reports and also present them at the same time.



**Sunday, 21 July 2019**

## **GALLERY TRENDVIEW Spring/Summer 2020**

10:30 am – ‘Alte Schmiedehallen’, Pump Room

*Speaker: Trend expert Karolina Landowski, Fashion Trend Pool, and Igedo Fashion Director, Alexander Radermacher*

More minimalism, soft utility influences and intentional clashes: The new collections for spring/summer 2020 feature feminine, flowing silhouettes, monochrome colours and clean looks with sporty details. Order presentation ‘Gallery Trendview’ is presenting the new season’s key looks.

## **SCALERION presentation**

**More choice, more availability of goods, more relevance – How bricks-and-mortar retailers can prevail over Amazon & Co. by SCALERION.**

11:30 am – ‘Alte Schmiedehallen’, Pump Room

*Speaker: Thomas Wetzlar, Managing Director of SCALERION*

SCALERION is a marketplace solution that empowers retailers to connect with manufacturers and distributors in new ways, to inspire their customers with more attractive and versatile product ranges and thereby compete with the most important USP of online retail: the choice and availability of goods. Based in Paderborn, Germany, it enables the consumer goods industry to integrate retailers into their direct-to-consumer business in a commission-based way and to diversify their market image. Retailers sell products using samples and purchased goods are shipped directly from central warehouses to the end consumers. SCALERION provides extensive information and transaction management, complete payment processing and can be introduced and run parallel to existing business processes.

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**Presentation by OCTAVIANA OTILIA VLAD – Designer of the Year 2019/20**

12:30 pm – ‘Alte Schmiedehallen’, Pump Room

On 4 July 2019, Octaviana Otilia Vlad will be presented with the Designer of the Year 2019/2020 award at the Hotel Adlon in Berlin by the VDMD Committee, Ulrike Kähler, Managing Director of Igedo Company/Project Director of Gallery & Gallery SHOES, and designer Anja Gockel. For the artist, clothing is a way of visualising thoughts, values and attitudes. She focuses on bringing together traditional symbols from all over the world. Her handmade pieces draw attention to forgotten techniques that cannot be carried out on a machine. During the presentation of her outfits, the designer will be on hand to answer any questions.

**VDMD MEGA.TREND presentation**

**FUTURE.CONCEPT – FORECAST A/W 2020/21**

**Topic: Responsibility**

2:00 pm – ‘Alte Schmiedehallen’, Pump Room

*Speaker: Mara Michel, Managing Director of the VDMD, Head of the VDMD Trend Research team, .futuraize dietrendagentur*

Respect, integrity and credibility are the focal topics of this trend talk, which will be presenting the new materials, silhouettes, colours, designs and structures in the fields of lifestyle, fashion, textiles, architecture and interior. We need more...

- slowing down in cross.metro.
- nature and sustainability for cross.balance.
- analogue communication for cross.continental.
- soul for the Roboting.Storm in cross.thinking.

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## **Trend presentation powered by Brunate**

### **Shoes & accessories in summer 2020 – how to style what**

4:30 pm – ‘Alte Schmiedehallen’, Pump Room

*Speaker: Dr Claudia Schulz powered by Brunate*

While we're currently enjoying this summer to the full, in terms of orders everything is revolving around the new looks for summer 2020. What will the new fashions bring? Will they be sleeker, chicer, more sustainable? Which shoes and accessories go with the new looks? What's the best way to combine the new styles? Answers to these questions will be provided in the presentation by MODEUROP fashion expert Dr Claudia Schulz, followed by an aperitivo powered by Brunate.

## **Industry get-together**

6:00 pm – Outdoor catering area between the ‘Alte Schmiedehallen’ and ‘Altes Kesselhaus’

During Gallery, the **AMD Academy of Fashion & Design** Düsseldorf will once again be presenting its own exhibition and booth (K18) in the ‘Alte Schmiedehallen’ and in the entrance to the tradeshow with a photo editorial from fashion journalism.

Cooperation partner for beauty & lifestyle: **UNG Cosmetics**, a make-up brand with its finger on the pulse. UNG wants to make a contribution to a positive, creative and better world. That's why no animal tests are carried out to make its products and the use of raw materials is reduced. ‘We love individuality – The art of beauty – The art of living – The art of UNG’, that's the slogan under which UNG Cosmetics will be presenting its newest products in the entrance area and giving visitors personalised make-up tips.

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## Services

### Partner hotels

Visitors to Gallery will receive special rates at the following partner hotels: COURTYARD MARRIOTT, INNSIDE MELIA, NOVOTEL, FISCHERHAUS, GUT DYCKHOF, HOTEL INDIGO, LINDNER CONGRESS HOTEL and LINDNER RHEIN RESIDENCE. Further details are available online at <https://gallery-duesseldorf.com/services/>. Additional hotels and travel options are offered by our partner Düsseldorf Tourismus GmbH with the DüsseldorfCard. Find out more here: <https://www.duesseldorf-tourismus.de/messe/gallery/>



### Shuttles

At regular intervals, a shuttle service will be transporting visitors between Gallery and the showrooms on Kaiserswerther Straße, Hall 29/30, the Fashion House and other destinations. It will also be stopping off at the partner hotels. The shuttle station is located in the entrance between the 'Alte Schmiedehallen' and the 'Kaltstahlhalle'. Another shuttle station can also be found on Kaiserswerther Straße at Karl-Arnold-Platz. Online registration for admission to the tradeshow is now also possible at the shuttle points and inside the shuttles themselves.

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### Other services

- Free Wi-Fi inside the halls of Areal Böhler
- The tradeshow ticket doubles up as a transport ticket for free travel to and from the event within the VRR public transportation system zone (stop: Lörick with the U70, U74 and U76)
- Discounted Deutsche Bahn rail tickets
- Regular visitor newsletter
- Digital ticket and entry system that meets the latest international standards

### Press accreditation

- <https://gallery-duesseldorf.com/press/accreditation/>

Dusseldorf, 19 June 2019

### Upcoming dates

Gallery	20 – 22 July 2019
SHOWROOM CONCEPT	19 – 23 July 2019
Gallery	26 – 28 January 2020
SHOWROOM CONCEPT	25 – 29 January 2020

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

[www.igedo.com](http://www.igedo.com)  
[www.gallery-shoes.com](http://www.gallery-shoes.com)  
[www.gallery-duesseldorf.com](http://www.gallery-duesseldorf.com)

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