

Gallery



Review

Gallery Düsseldorf

International Fashion Tradeshow
20 – 22 July 2019

SHOWROOM CONCEPT
19 – 23 July 2019

“We are exhibiting in the ‘Altes Kesselhaus’ once again. And as always, the setting and location are ideal for us. All our meetings with customers are going very well. We’ll definitely be back in 2020.”

Hannes Roether

Hannes Roether, designer and owner of the eponymous brand which has premium customers such as Daniels, Engelhorn, Lodenfrey and Manufactum, is not the only exhibitor that has been impressed with Gallery and the SHOWROOM CONCEPT for quite some time now. Newcomers such as Daniele Antonio, General Agent of *La Haine Inside Us* for Germany, are also brimming with positive feedback: *“We are newcomers to Gallery and extremely impressed. The organisation is excellent, the cooperation with the team has gone smoothly and the venue is just brilliant. The exhibiting brands have been very well curated and complement each other excellently. We’ve had a lot of customers placing very good orders.”*

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Harry Heinrich, owner of the agency Knallgrau, has similar feedback: *“This is our first time here and our expectations have definitely been fulfilled. The atmosphere is great: compliments to Igedo! All our customers were here. Exhibiting at Gallery was the right decision for us.”*

IGEDO Company’s concept, which has been adapted to the hugely changing market, is proving itself once again: *“We are very satisfied with both the official three-day tradeshow period that is ending today, as well as the two additional days on either side for the Showroom concept – and we can already say that Gallery is ending this edition on a par with the previous one. The good results in the Showroom area, in particular, are already attracting additional agencies as new exhibitors,”* says Ulrike Kähler, Project Director and Managing Director of IGEDO Company.

“Düsseldorf stands for reliability – in the best sense of the word,” she continues. From the coming season, Gallery will also be strengthening its own image with the new ‘Gallery FASHION’ logo that will present the event as an instantly recognisable counterpart to its successful sister fair Gallery SHOES and also underline IGEDO Company’s 70-plus years of fashion expertise in the internationally established fashion location of Düsseldorf.

Accessories brands and brand representatives such as Ulrike Simon, Managing Director of bedacht hats and accessories which is exhibiting in the ‘Alte Schmiedehallen’, are also unanimous about the location: *“We’re really satisfied with the tradeshow’s location, the hall and the concept. Our customers enjoy coming here to place their orders and appreciate the pleasant atmosphere. Gallery offers us an ideal platform on which to present our collection. In addition to our long-standing, loyal customers, we also regularly attract interesting new ones.”*

And Bruno Zeppa, Managing Director of the agency Strategy & Distribution, shares the same opinion: *“This is our second time exhibiting at the show and our first time with the lifestyle concept ‘Fashion – Wine – Cosmetics – Luggage’. We are very happy with the customers we met and are looking to increase the size of our stand next season.”*



As well as all the similarly positive feedback from new exhibitors, the firm, long-standing commitment of agencies like Klauser, Schiess and Wunschnaht to Gallery and its fully developed SHOWROOM CONCEPT at the Areal Böhler is also setting a very clear signal.

The tradeshow was rounded off by a varied line-up of accompanying events including the GALLERY TRENVIEW for spring/summer 2020 by Alexander Radermacher, Fashion Director of IGEDO Company and Karolina Landowski from FASHION TREND POOL, as well as a talk on FASHION CLOUD, which brings together 350 brands and 6,500 retailers from 65 countries as Europe's leading wholesale B2B platform and all-in-one solution. More choice, more availability of goods, more relevance and how bricks-and-mortar retailers can prevail over Amazon & Co. were at the focus of the talk by SCALERION. And the line-up also included numerous talks by the VDMD, about, for example a new trend app that interactively and virtually displays colours, colour data, trends and moods.

Additional feedback about the show

“Out of all the European tradeshows we've taken part in so far, Gallery is the most fun! The selection of designers, brands and pioneering styles is carefully created by the tradeshow's management team. And the amazing Areal Böhler makes an incredible venue! Acting in the background is a highly professional team that is carefully selected, established and organised. The overall concept of the show is also being understood by the buyers. It's important to not only attract strong designers and brands to a tradeshow, but also strong customers – and Gallery in Düsseldorf has achieved that! Congratulations on the success of this remarkable event!”

Isil Özakhun, designer at CARACLAN

Gallery



“The organisation and the vibe are just fantastic, and the visitors feel at ease here. We didn’t just have pre-arranged appointments at our booth, but also welcomed new customers. This is our first time at Gallery and it certainly won’t be our last.”

Sandra Mindner, owner & manager of agency Modeagentur Mindner

Düsseldorf, 23 July 2019

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

www.igedo.com
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