



ACCOMPANYING SIDE EVENTS

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JOINT PRESS CONFERENCE OF THE GERMAN APPAREL INDUSTRY

Thursday, July 22, 2021, at 10:30 a.m. - 12:00 p.m., Areal Böhler

According to the Federal Statistical Office, 87.2% of the German economy was not directly affected by the lockdown. The apparel industry and in particular the associated retail sector had the extraordinary misfortune to be among the other 12.8%.

BTE - Textile Trade Association
GermanFashion Fashion Association Germany e.V.
Styleranking
DMI German Fashion Institute

are taking this as an opportunity to take stock of the current situation at a joint press conference and to talk about the consequences and prospects for the time after the crisis.

Speakers:

- **Thomas Lange, Managing Director GermanFashion Modeverband**
- **Dr. Siegfried Jacobs, Deputy Managing Director of BTE (German Textile Retailers Association)**
- **Roland Schweins, Managing Director of styleranking - Influencer Marketing since 2007**
- **Gerd Müller-Thomkins, Managing Director of DMI (German Fashion Institute)**
- **Carl Tillessen, Member of the DMI Trendboard/Author**
- **Ulrike Kähler, Managing Director Igedo Company as host and moderator**

**DMI BUYER'S BRIEFING FASHION & SHOES**

**Saturday, July 24, at 10:30 a.m. - 12:00 p.m., and
Sunday, July 25, at 12:00 - 13:30, Areal Böhler**

Everything you need to know about the Spring/Summer 2022 season: for buyers, press, exhibitors and interested visitors. As an exclusive service at Gallery FASHION & Shoes, the most important trend colors, key looks, must haves and unmissable themes for the **upcoming** order season will be presented in brief - directly on site, at Areal Böhler. DMI Deutsches Mode-Institut is the leading trend agency in the German-speaking world. Working in a network with the most influential trend offices in the world's most important fashion countries makes DMI's forecasts a 'self-fulfilling prophecy'.

Speakers:

Carl Tillessen; Karolina Landowski; Niels Holger Wien - Members of the DMI Trendboard

FUTURE FASHION FORECAST

Saturday, July 24, 2021, 12:00 - 13:30, Areal Böhler.

This event is aimed at strategists and decision-makers in the industry. As a basis for setting the right course today, it already offers a glimpse of the world of the day after tomorrow. To this end, analysts from the DMI Deutsches Mode-Institut network will give an insight into the very latest technological and zeitgeist developments in their respective areas of expertise in a compact series of multimedia keynote speeches.

Speakers:

- **Gerd Müller-Thomkins, Managing Director DMI (Deutsches Modeinstitutu)**
- **Prof. Britta Wiemer, Professor in the Fashion Management Department at MDH (Mediadesign Hochschule in Düsseldorf)**
- **Niels-Holger Wien and Carl Tillessen, Members of the DMI Trendboard**



FUTURE FEMALE FASHION FORUM

Sunday, July 25, 2021, 10:30 a.m. - 12:00 p.m., Areal Böhler

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Three out of four items of clothing are bought by women. In contrast, where decisions are made about these clothes, namely in the boardrooms of fashion companies, men still dominate. Igedo Company, together with DMI Deutsches Mode-Institut, has created a forum where the many great female decision-makers and designers from industry, retail and universities, the local trade fairs and the national media can exchange ideas and network. The forum always meets when the industry gathers for the seasonal order round in Düsseldorf anyway. Current women in positions of responsibility are brought together for a public panel discussion. As the upcoming event is the first of its kind, the first part of the discussion will be about the necessities and expectations associated with the FUTURE FEMALE FASHION FORUM. In the second part, the protagonists will discuss which individual strategies they used to get through the crisis and how they assess the development afterwards.

Among those who have agreed to take part in the panel discussion are:

- **Angelika Schindler-Obenhaus, COO Gerry Weber**
- **Prof. Britta Wiemer, Professor in the Fashion Management Department at MDH (Mediadesign Hochschule in Düsseldorf)**
- **Cheryll Mühlen, Editor-in-Chief TextilMitteilungen and J'N'C**
- **Stephanie Erhard and Sophie Lubenau, Managing Directors Erhard Schuh und Mode, Prien am Chiemsee**
- **Melanie Anne Bauer, Founder and Managing Director Melagence, Fashion Agency and Showroom Berlin**
- **Theresa Winkels, Head of Office Economic Development of the State Capital Düsseldorf**
- **Diana Brajkovic, Managing Director Overall Sales & Logistics Marc Cain**
- **Ulrike Kähler, Managing Director Igedo Company as host and moderator.**



GALLERY TALK:

Into the future with marketplace technology

Sunday, July 25, 2021, 3:00 p.m., Areal Böhler

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Today, exciting new business areas are opening up for brick-and-mortar retailers: Platform Group networks retailers with a variety of international retail platforms. With Scalerion, retail itself becomes a stationary marketplace for third parties.

Together with her guests **Dr. Dominik Benner, Managing Partner Benner Holding** and **Thomas Wetzlar, Managing Director Scalerion GmbH, Ulrike Kähler, Managing Director Igedo**, discusses the opportunities that lie in the field of tension between the online giants and the growing D2C (Direct-to-Customer) business of global brands and sheds light on ideas for modern and successful retail.

GREEN IS THE NEW BLACK: DAINTY DYSTOPIA's BOTANICAL DYE STUDIO BOTANICAL DYE SESSIONS at booth E25 in the 'Alte Schmiedehallen'.

Saturday, July 24, at 2:00 p.m. & 4:00 p.m., and

Sunday, July 25, at 2:00 p.m. & 4:00 p.m., Areal Böhler

At DAINTY DYSTOPIA, green is neither a color, nor a political issue, but the young label's central fashion statement. In their Botanical Dye Studio, everything revolves around the finishing of sustainable natural textiles: silk, cotton and linen are dyed in bunches or printed with fresh flowers, leaves and dried dye materials. With know-how and passion, unique pieces are created, hand-dyed with incomparable botanical compositions.

DAINTY DYSTOPIA will be present at Gallery FASHION & Shoes for the first time with its own booth and looks forward to introducing you to the universe of natural colors:

SESSION #01: BUNDLE DYEING

Live from 14:00

In Bundle Dyeing, dyeing material is laid out on the textile, which is then tied into a bundle and placed in a steam bath. See how unique patterns are created through arrangement and folding techniques. Of course, you will also receive one or two tricks of the trade.

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**SESSION #02: COLOR SHIFTING WITH NUANCERS****Live from 16:00**

In this session, you will be initiated into the secrets of pigment modification, the processes of which have an almost alchemical character. Like magic, colors change - often completely unexpectedly - under the influence of various solutions.

Düsseldorf, 12. July 2021