

Gallery



Gallery

International Fashion Tradeshow,
22 – 24 July 2017 in Düsseldorf

Significant expansion of the SHOWROOM concept with around 20 agencies!

Whether **Bailly & Diehl/Hanau**, **Braun/Hamburg**, **Breuninger/Stuttgart**, **Frauenschuh/Kitzbühel**, **Globus/Zurich**, **Lodenfrey**, **Ludwig Beck am Rathauseck** and **Mohrmann** from Munich, **Peek & Cloppenburg North/West**, **Schnitzler/Münster**, **Uli Knecht/Stuttgart** or **Veljekset Halonen Oy/Helsinki**: *Gallery* at the Areal Böhler in Düsseldorf is an important German fashion destination for the very best retailers from the DACH region and Northern Europe.

One of *Gallery's* unrivalled assets is its increasingly important showroom concept, which is now being further expanded. "For the first time, the upcoming edition will be attended by **around 20 agencies**. In addition to *Norbert Klauser*, *D'tails*, *Die Hinterhofagentur* and *Pegaso*, a number of new names will be making the most of the chance to flexibly use the platform before, during and after the tradeshow over a nine-day period, maximum 14 days, **to do business and place orders**," summarises Ulrike Kähler, Project Director of *Gallery* and *Gallery SHOES*.

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Due to the growing number of agencies taking part, the PREMIUM & AGENCIES area will be extended at the upcoming edition **by 1000 m²** and as well as covering the ›Halle am Wasserturm‹ and parts of the ›Alte Schmiedehallen‹, also home to CONTEMPORARY & ACCESSORIES, it will be **located for the first time in the ›Alte Kesselhaus‹.**

A **total** of around **690 brands** will be exhibiting at the Areal Böhler. “*Gallery* is growing. Just like the number of agencies that will be attending both *Gallery* and *Gallery SHOES*,” says Ulrike Kähler.

As another important, stand-alone point of interest of the platform, EVENING & OCCASION, **with another 80 brands**, will once again be located in the ›Kaltstahlhalle‹.

PREMIUM & AGENCIES

PREMIUM & AGENCIES is for agencies and international brands that are based in countries such as France, Italy, the Netherlands, Scandinavia, Spain, the UK or the USA. The names that will be making the most of the opportunity to stay for longer and showcase their labels after the official *Gallery* tradeshow dates include:

- *Norbert Klauser* with labels incl. **Femme by Michele Rossi, Vintage Cachemire, Majestic Filatures**
- *D'tails* with labels incl. **Barka, Bisonte, Alpha Studio**
- *Celine Klauser* with labels incl. **Barbed, Kaos, Very Simple**
- *Moderaum Fischer* with labels incl. **Barb'One, Lucky de Luca, Sternensee**
- *Fashion 22 Agency* with labels incl. **Unbreakable Revolution**
- *Pegaso* with labels incl. **Caruso, Matteo Rota, Rossi**
- *The Last of the True/Stefan Kudla* with labels incl. **Blue de Genes, Universal Works**

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- *Die Hinterhofagentur* with labels incl. **Bob, Des Petit Hauts, Wool & Co**
- *Modehandelsagentur Ralf Klüver* with **Altea**
- *Agentur im Albrechtshof (Marcus Schiess)* with labels incl. **Hannes Roether**
- *Noon Agentur* with **Gabba Jeans**
- *WE-Distribution* with **Jonny Love, Just Junkies**
- *Agentur Wunschnaht* with labels incl. **Edwin, Oliver Spencer, Sandqvist**

as well as brands like **Be Edgy, Hannoh, Luis Trenker, MOMA** and **Trippen**.

“With our flexibility in terms of time, we are now offering an added value that you’d be hard pushed to find at any other tradeshow around the world. Due to the diversity of brands, there are also the strong synergy aspects that will attract more professional international buyers from Northern Europe again,” says Ulrike Kähler. “It goes without saying that the coolness of the Areal Böhler location plays an unbeatable role for agencies as it makes it possible for them to suitably present their brands without having to be tied to all-year-round contracts.”

But of course the agencies are not in any way obliged to stay beyond the official dates. Represented in the PREMIUM & AGENCIES segment, and only present during the official tradeshow dates, are agents such as *Moderaum Fischer* (with **Barb’One, Ese O Ese, Lucky de Luca, Sternensee**), *The Last of the True/Stefan Kudla* (with **Blue de Genes, De Bonne Facture, Dukes Finest Artisan, Triumph&Disaster, Universal Works, Wolverine1000Mile**), *The Velvet Factory* (with **Kamo-Gutsu, Okyo**) and fashion brands like **Hugenberg, Lauren Moshi** with cool LA tees or **Knitts Cashmere**.

From now on, *Gallery’s* new sister, *Gallery SHOES*, will also be playing an important role in the occupancy of the halls, attracting agencies and brands who want to use the platform at the Areal Böhler during both events. Such as the *Gabi Heining* agency, for example, with shoe brands including **Numero 10, Officine Creative** and **N.D.C. made by Hand**, as well as

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Agentur de Silvio with shoe labels like **AU79** and **Corvari** or *Modeagentur Horst Lieberum* with brands like **Arcardia Bags**, **Bud to Rose**, **Melvin + Hamilton**.

CONTEMPORARY & ACCESSORIES

As well as the agency business, the core of the ›*Alte Schmiedehallen*‹ halls will remain the tradeshow business for premium fashion individualists like **Ümit Ünal**, **Studio Rundholz**, **Elemente Clemente** and **Anette Schierholt**, as well as accessories brands like **Brasi & Brasi**, **Kikko** and **Nikky Stein**, which will all draw in buyers like **Breuninger**/Stuttgart, **De Blaker Exclusief**/Hengelo/Netherlands, **Dietz**/Pforzheim, **Hut und Mode Breiter**/Munich, **Mytho Accessoires**/Düsseldorf, **Zalando**/Berlin or **Uli Knecht**/Stuttgart.

Gallery EVENING & OCCASION

This area is a stand-alone cosmos in itself, subject to its own set of rules and for which a separate registration in the ›*Kaltstahlhalle*‹ will therefore be set up: EVENING & OCCASION will be showcasing around 80 international brands including big names like **John Charles**, **Mascara**, **Fashion New York** and **Sonia Pena** from countries such as Germany, France, Great Britain, Ireland and Spain. An absolute must – and not only for the Austrian iconic bridal fashion salon **Hänsel & Gretel** from Gunskirchen, one of the first ports of call for anyone attending a ball in Austria. But also for department stores like **Crusz**/Berlin, **Galeria Kaufhof**/Cologne, **Gewandhaus Gruber**/Erding, **Mäntelhaus Kaiser**/Hannover, **Ludwig Beck**/Munich and **Peek & Cloppenburg**/Düsseldorf.

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Gallery EVENING & OCCASION is a must-attend destination for buyers from the DACH region, the Benelux countries, Egypt, Australia, Denmark, Finland, Greece, Great Britain, Hong Kong, Iran, Ireland, Israel, Italy, Japan, Jordan, Canada, Korea, Croatia, Lebanon, Lichtenstein, Norway, Austria, Poland, Romania, Sweden, Spain, South Africa, Turkey, the USA, Cyprus and Russia!

Düsseldorf, May 2017

Tradeshows dates for Gallery 2017/18

Gallery 22 – 24 July 2017

Gallery 27 – 29 January 2018

Gallery 21 – 23 July 2018

Partner hotels

During Gallery SHOES, you can enjoy a stay in one of our nearby partner hotels at special rates.



Shuttles

Gallery SHOES Express Shuttle, operated by IGEDO Company

FashionNet – shuttle service

- Areal Böhler – city hotspots with DFH 2, Supreme, Karl-Arnold-Platz, Kaiserswerther Strasse, Halle 29
- Partner hotels – Areal Böhler / Areal Böhler – partner hotels

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Other services

- Wi-Fi in the halls of the Areal Böhler
- 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

All activities of the IGEDO Company:

www.igedo.com

Information about Gallery SHOES Düsseldorf:

www.gallery-duesseldorf.com

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