

Gallery



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**International Fashion Tradeshow,
22 – 24 July 2017 in Düsseldorf**

**The must-attend platform for
extra showroom presence, individualists, trends and
Evening & Occasion in Düsseldorf**

With a strong attendance of around 6000 professional buyers, the summer edition of Gallery has drawn to an official close today. “We are particularly delighted about the significant increase in international visitors with professional buyers from countries such as Great Britain, the USA and Australia,” sums up Ulrike Kähler, Project Director of Gallery and Gallery SHOES.

Around 800 international brands from 24 countries, some of which are represented by over 20 sales agencies, have used the platform once again because they feel very much at home in the contemporary industrial design of the Areal Böhler. This is not only confirmed by the growing number of temporarily rented “showrooms”, which are open prior to and beyond the official tradeshow dates, but also the overall satisfaction of the exhibitors regarding the service, organisation and atmosphere consistently provided by the IGEDO team for eleven editions now, four of which have taken place at the Areal Böhler.

“We have been organising international fashion tradeshowes for almost 70 years now and are familiar with the changing times and constantly adapting to the new needs and challenges of the industry,” said Ulrike Kähler.

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“We work very closely alongside our exhibitors, who understand that joint invitation management is meanwhile essential to the success of a platform.”

The four agencies SCHIESS, WUNSCHNAHT, The.Noon and We distribution have promptly signed up for another three seasons in the ‘*Showroom Kesselhaus*’. Trend labels like *Iris Janvier*, *Dawid Tomaszewski* and *Sandquist* feel just as much at home at Gallery as the individualists *Ümit Ünal*, *Rundholz* and *Ania Schierholt*. The same also applies to fashion brands like *Adolfo Dominguez*, *Isabelle de Pedro* and brands represented by agencies like *Majestic Filatures*, *Superbia* and *Ventcouvert*. The portfolio is rounded off by Evening & Occasion with leading international brands like *Fashion New York*, *Weise*, *Dynasty* and *John Charles*.

The Shoes & Accessories segment is also steadily developing with agency-represented brands including *Officine Creative*, *Moma* and *Inuikii*. “With the new launch of Gallery SHOES, we’re already sensing a changing dynamic at Gallery. Both tradeshow dates are not only strengthening the overall positioning at the Areal Böhler, but also perfectly complement one another as two tradeshow dates in close succession that will boost the international order business in Düsseldorf,” continues Ulrike Kähler.

The highlights of Gallery included a designer talk with exceptional designer *Dawid Tomaszewski* on collections, distribution, production and the challenge of establishing a designer on the market, all of which Tomaszewski is mastering with great success. And the VDMD.VIP.FASHION.PLUCK.AWARD for men with a bold fashion sense was presented by fashion and media expert *Thomas Rath* to his aspiring colleague, the professional dancer *Massimo Sinato*, who is currently experiencing success with his own collection.

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Exhibitor feedback

DAWID TOMASZEWSKI, Dawid Tomaszewski

“Unlike our previous showroom work, Gallery is opening up new doors for us to upmarket retailers who are discovering us here at the tradeshow.”

DIE HINTERHOFAGENTUR, Dominik Meuer

“We have been exhibiting here since the beginning and are making the most of the opportunity to set up a temporary showroom here before and after the tradeshow. The location and surroundings offer us a very pleasant working environment. Gallery’s showroom concept is further reinforcing Düsseldorf as an important tradeshow destination. The tradeshow is offering us an ideal setting and we made sure we did our homework and arranged meetings with our customers in advance.”

MODERAUM FISCHER, Lars Fischer

“A good product, our preparatory work and prior organisation of appointments in combination with this great hall, the excellent logistics and very good organisation at the event itself result in a perfect overall package. The setting suits us and there’s a good atmosphere. In my opinion, a tradeshow is only successful if its exhibitors also contribute their fair share to it. We are delighted to be part of Gallery’s showroom concept.”

ANIA SCHIERHOLT, Ania Schierholt

“We have been following Gallery’s fantastic development from the beginning. Ever since the event has been located in the Böhler venue, we have had this very busy booth space right next to the central catering area in the *Alte Schmiedehallen*. It is all being very well received by not only our existing customers, but also new customers who are embracing the concept in their numbers and helping to establish it. For us, the concept, setting and ambience are all perfect.”

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ÜMIT ÜNAL, Ümit Ünal

“We’ve been coming to Düsseldorf for 17 years and still invest a lot of time and effort into this location. As well as Düsseldorf, we also exhibit in New York and Paris. But right now, our main focus is on the German market, which is very important for us and still has an enormous potential. This season is a huge success! All avant-garde designers come together on one space – which guarantees it’s never boring. The relocation of Gallery to the Areal Böhler last year has been very positive in all respects. Its luxurious, yet also personal atmosphere in combination with the spaciousness of the venue make it easier for exhibitors to come into contact with retailers. We really are 100% satisfied. Düsseldorf is a very easy and reliable place for us to do business. We enjoy coming here very much!”

The trends in summer 2018

Trends in different directions are setting the tone for the fashions of summer 2018: minimalism and a 90s rave revival are forming a stark contrast to “tropical abundance”. But the strong silhouettes combine them all with materials dominated by wafer-thin fabrics in combination with lightweight jersey, pure cotton and futuristic, shiny summer velvet. Dresses remain the most important product group this summer, from opulent to minimalistic with flounces and frills, large-format prints or sporty and inspired by swimwear. The colour palette is offering warm earthy tones in combination with sulphur yellow, orchid pink, solar orange and gecko green. Light pastel tones are enhanced by grey while denim blue is complementing dark ginger and mulberry red.

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A new look for each day

Gallery's hostesses welcomed the guests in unison, wearing a different outfit each day provided by VE&TO Concept, Isabelle Kohlhaas, miss miss, AMA brand and TOJ.

Düsseldorf, 24 July 2017

Tradeshow dates for Gallery 2018

27 – 29 January 2018

21 – 23 July 2018

All activities of the IGEDO Company:

www.igedo.com

Information about Gallery Düsseldorf:

www.gallery-duesseldorf.com

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