

Gallery



Gallery

International Fashion Tradeshow,
22 – 24 July 2017 in Düsseldorf

What's new @ Gallery?

The grand opening of the summer 2018 edition of Gallery, taking place from 22 – 24 July 2017 in Düsseldorf, is just around the corner. In the industrial setting of the Areal Böhler venue, around 800 international brands will be completing the international fashion tradeshow's impressive portfolio.

As well as familiar faces like *Trine Kryger Simonsen*, *Lauren Moshi* and *Isabell de Pedro* in the CONTEMPORARY segment, *Brasi & Brasi*, *Kikko* and *Nikky Stein* will be showcasing their collections in the ACCESSORIES area and *John Charles*, *Mascara*, *Fashion New York* and *Sonia Peña* will be exhibiting in the Gallery EVENING & OCCASION segment. The strong growth, especially among PREMIUM brands, and also the AGENCIES who will be making use of the showroom concept for the extended ordering period at the tradeshow venue, is confirmation of the international order platform's growing success and significance.

Here's a detailed overview of Gallery's different segments: PREMIUM, AGENCIES, CONTEMPORARY, ACCESSORIES and Gallery EVENING & OCCASION

ROLAND HOFFMANN Public Relations

Gallery



AGENCIES & PREMIUM BRANDS

›Halle am Wasserturm‹, ›Alte Schmiedehallen‹, NEW: ›Altes Kesselhaus‹

With more than 20 agencies, a plus of 40%, the showroom concept is already proving popular. "The positive feedback and validation we are receiving show the importance of the concept we are offering in Düsseldorf, which has meanwhile become a real USP for Gallery. The opportunity to use the location as an ordering base for up to 10 days on either side of the tradeshow dates is a response to the demand on us as tradeshow organisers to offer market-oriented concepts," explains Ulrike Kähler, Project Director of Gallery & Gallery SHOES. In addition to the ›Halle am Wasserturm‹ and parts of the ›Alte Schmiedehallen‹, in which CONTEMPORARY & ACCESSORIES is now also located, the area at the upcoming edition has been extended by 1000 m² with the new addition of the ›Alte Kesselhaus‹.

The list of new brands and agencies includes:

- *Adolfo Dominguez via D-TAILS FASHION AGENCY*
- *Dawid Tomaszewski*
- *Peninsula Swimwear via AGENTUR PEGASO*
- *Ca'vagan Venezia Cashmere via TRENDYTEX ITALIA*
- *Anett Röstel, Anderson's, Be Edgy, Côte et Ciel, Edwin, Gram, Gabba, Hannes Roether, Hannoh, JOHNNYLOVE, JUSTJUNKIES, Luis Trenker, Lyle & Scott, MJ Watson, Oliver Spencer, Sandqvist, SCHIESS, Sunspel, Tangent GC via MARCUS SCHIESS*
- *2 Stars, BCC:ED, Faking, Lorenzetti, Nigel Preston, Paolo Vitale via NORBERT KLAUSER*
- *Duffy NY*
- *Ab-Fashion belts, Arcardia Bags, Bud to Rose, Melvin + Hamilton, Vaca Vaca via MODEAGENTUR HORST LIEBERUM*

Due to the fact that Gallery SHOES was quickly booked up, a number of new shoe labels have registered to exhibit at Gallery: *Kamo-Gutsu* and *Okyo* via *THE VELVET FACTORY*,

ROLAND HOFFMANN Public Relations

Gallery



Indaia, MOA and Nira Rubens via AGENTS OF SHOES & ACCESSORIES/Ralf Butz, Andia Fora, Coral Blue, Corvari Men-Woman, D.A.T.E., Fiamme, Hundred, Inuikii, Laidback London, Meline Sneaker, Moma, Numero 10, Officine Creative, Papucei, XYXYX, Zespa Mystique, Binks, Colors of California, Dragon, Le Ruemarcel, Lorenzetti, Patrizia Bonfanti, Siniscalchi, Trippen, Wild Code and Wolverine.

CONTEMPORARY / DESIGN & AVANTGARDE / ACCESSORIES

›Alte Schmiedehallen‹

Premium fashion individualists like *Ümit Ünal, Ania Schierholt* and *Elemente Clemente*, as well as accessories brands like *Brasi & Brasi* and *Nikky* will be presenting their season's highlights on well-known terrain in the ›Alte Schmiedehallen, while designers and premium brands like *Adriana, ArcticQueen, Chiara Cocol, Diego Reiga, Dixi Coat, DNK, Flare Collection, Frida Cerini, Jewel-Tees, Kekoo, Mat Fashion, Mihaela Markovic, Minh collection, Nada Dosen, Neirami, Sophia Schneider-Esleben, Wom & Now, TreBarrabi* and accessories labels like *Distyled, Kikko, Namaste, Vintimilla – Panamahüte* and *Rio-Modeschmuck* will be making their Gallery premiere this season.

GALLERY EVENING & OCCASION

›Kaltstahlhalle‹

Over the past few seasons, Gallery EVENING & OCCASION has established itself as a stand-alone attraction at Gallery and is the only B2B fashion tradeshow for eveningwear in Europe. The fact that the event takes place every six months is advantageous for manufacturers of summer and winter collections in particular. Its links to the fashion platform Gallery also create unique synergies. International exhibitors from countries ranging from Denmark, Germany, the UK, France and Ireland to Poland, Spain and the USA including *Barwa, Casablanca, Cinderella, Super Fashions, Marfil* and *Couture Club (Rosa Clará*

ROLAND HOFFMANN Public Relations

Gallery



Group), *Party Line*, *Simply Divine*, *Special Day* (via *MODEAGENTUR SKIBA*) will be exhibiting for the first time at Gallery EVENING & OCCASION.

SPECIALS @ Gallery

Designer talk with DAWID TOMASZEWSKI

Sunday, 23.07.2017, 10:30 am, booth D18/E18, ›*Alte Schmiedehallen*‹

As a luxurious ready-to-wear label with couture appeal, *Dawid Tomaszewski's* designs combine innovative design and the highest level of craftsmanship. Since it was founded in 2009, the high-fashion brand has become a firm fixture on the European fashion scene.

On Sunday, 23 July at 10.30 am, the designer himself will be giving insights into his success story and showcasing his "Around the Blues" collection for spring/summer 2018 at booth D18/E18 in the ›*Alte Schmiedehallen*‹. The fashion talk will be hosted by Project Director of Gallery & Gallery SHOES, Ulrike Kähler.

PRESS BREAKFAST

Sunday, 23.07.2017, 11:30 am, booth A49, ›*Alte Schmiedehallen*‹

The designer presentation will be followed by an informal Gallery breakfast with representatives from the press.

ROLAND HOFFMANN Public Relations

Gallery



VDMD.VIP.FASHION.PLUCK.AWARD for men with a bold fashion sense

And the award goes to.... Massimo Sinato!

Sunday, 23.07.2017, 12:00 noon, booth A49, ›Alte Schmiedehallen‹

This year, the VDMD, the biggest German network for fashion and fashion culture, is presenting its VDMD.VIP.FASHION.PLUCK.AWARD for men with a bold fashion sense during Gallery. Professional dancer Massimo Sinato, who shot to fame on popular TV show “Let’s Dance”, will be receiving the award. In 2017 the prize will be presented by designer Thomas Rath in his role as VDMD design ambassador and Renè Lang, President of the VDMD.

Partner news: PLATFORM FASHION

›*Glühofenhalle*‹ & ›*Alte Federnfabrik*‹

The Gallery partner’s fashion show format PLATFORM FASHION will be entering its eighth round at the Areal Böhler from 21 – 23 July 2017. On the catwalk this summer: avant-garde 3D print designs will be modelled in a fashion show by premium partner and automobile manufacturer LEXUS Germany in cooperation with 3D print provider VOXELWORLD. Also presenting their latest styles are fashion and lifestyle company BREUNINGER, the label for luxurious cocktail and evening dresses UNIQUE, designer THOMAS RATH and hotbed for talent, the AMD Academy of Fashion & Design. At Fashion Yard meets PLATFORM FASHION, you can purchase selected pieces by participating labels directly after the show. As well as invited guests from the fashion industry, numerous press representatives and celebrity guests, fashion enthusiasts will also have the chance to visit selected shows. Established multi-brand fashion show PLATFORM FASHION SELECTED will be showing new collections by designers including MAISON COMMON, NADJA by Nadja Kiess and CABO by MILKA.

Düsseldorf, July 2017

ROLAND HOFFMANN Public Relations

Gallery



Tradeshaw dates for Gallery 2017/18

Gallery 22 – 24 July 2017

Gallery 27 – 29 January 2018

Gallery 21 – 23 July 2018

Partner hotels

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



Shuttles

Gallery Express Shuttle // FashionNet – Shuttle Service

- From Areal Böhler to the city's fashion hotspots incl. Düsseldorf Fashion House 2, Supreme, Karl-Arnold-Platz, Kaiserswerther Strasse, Halle 29
- From our partner hotels to Areal Böhler / Areal Böhler to our partner hotels

Other services

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

Press accreditation

- <http://gallery-duesseldorf.de/en/accreditation/>

All activities of the IGEDO Company: www.igedo.com

Information about Gallery Düsseldorf: www.Gallery-duesseldorf.com



FOLLOW IGEDO Company:

ROLAND HOFFMANN Public Relations