

Gallery



Opening Text

Gallery 27–29 January 2018
International Fashion Tradeshow

Significant growth for Igedo Company at Areal Böhler

- *More brands in the PREMIUM & AGENCIES area*
- *More agencies present for up to nine days*
- *A growing number of exhibitors represented at both Gallery and Gallery SHOES*
- *Ilka Bessin, the comedian formerly known for playing the role of ‘Cindy from Marzahn’ (a fictional character from Berlin’s working-class area Marzahn), with her Bessin collection that is sustainably produced in Europe*
- *Collective Hungarian booth of five exciting brands, including the label Wyhoys that uses materials certified by the Global Organic Textile Standard (GOTS). And also Nes, which offers handmade shoes by designer Andrea Szilágyi (who trained at Verena Arapu and Christian Lacroix Haute Couture before graduating from Studio Berçot in Paris)*

The new synergy of the two sister tradeshow Gallery and Gallery SHOES is also bringing new momentum to Gallery as an international fashion tradeshow in Düsseldorf – with more than 800 international brands.

“There is a noticeable rise in the demand from the high-end segment. The PREMIUM & AGENCIES area is experiencing the strongest growth. At the last edition there were 20 agencies, but for the upcoming event we are already expecting 27,” summarises Ulrike Kähler, Project Director of Gallery and Gallery SHOES. “That is equivalent to a growth of 35%.”

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PREMIUM & AGENCIES

The list of new exhibitors includes bag label *Anokhi* (stocked by stores including BREUNINGER), authentic woollen sweaters by *Fisherman out of Ireland*, international fashion by *Sarah Pacini* (which has its own shops and shop-in-shops worldwide), minimalist scarves, hats and T-shirts by *Nebo* from Munich, handcrafted shirts by *Edward Cooper* and contemporary looks by *Suncoo* from Paris (via Feldges & Heidt). They are complementing the existing portfolio of brands which includes *Add*, *Another Souvenir*, *D.A.T.E. Sneakers*, *Des Petit Hauts*, *Fabiani*, *Hannes Roether*, *Inuikii*, *Kaos*, *Lucky de Luca*, *Majestic Filatures*, *Luis Trenker*, *Parka London*, *Tom Kerk* and *Wool & Co.*

“We are also seeing more agencies exhibiting in the ›Alte Schmiedehallen‹ and the ›Kesselhaus‹, represented at the event for a total of up to nine days on both sides of the official tradeshow dates.” The list includes *22 fashion agency*, *Alpha Studio/Franco Rossi*, *Altea/Ralf Klüver*, *Celine Klauser*, *Die Hinterhofagentur*, *D-tails*, *Feldges & Heidt*, *Gabi Heininger*, *Modeagentur Schiess*, *Moderaum Fischer*, *Pegaso* and *The Last of the True/Stefan Kudla*.

“We are particularly delighted that more and more shoe and accessories brands are exhibiting at the Gallery order platform, some of which are also exhibiting at Gallery SHOES,” says Ulrike Kähler. Visitors to Gallery can look forward to seeing shoes by *Andjel*, *Altraofficina*, *Fabiani*, *G.H. Bass*, *Jelly Jolly*, *Karl Lagerfeld*, *Lotto Leganda*, *Noclaim* and *Wrangler* in the PREMIUM & AGENCIES area. *Altraofficina*, *G.H. Bass*, *Karl Lagerfeld Shoes*, *MGM Design Accessoires*, *Papucei Shoes & Accessoires*, *VE&TO Accessoires* and *What For Shoes* are exhibiting at both platforms, Gallery and Gallery SHOES. There is a marked growth in exhibitors participating in both tradeshows.

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CONTEMPORARY

This area is home to avantgarde and contemporary brands including *Azizi*, *Creare*, *Crea Concept*, *Elemente Clemente*, *Kopenhagen by Andersen*, *N + by Nör*, *Rundholz Black Label*, *The Swiss Label* and *Ümit Ünal*.

Bessin

The founder and owner of this new label first shot to fame in Germany as a comedian playing the role of “Cindy from Marzahn”, an endearing fictional character from Berlin’s working-class area Marzahn. And now Ilka Bessin is fulfilling the dream of creating her own fashion line for plus sizes. In the CONTEMPORARY area at Gallery, *Bessin* will be presenting her new collection of tops, sweaters, jeans, parkas, coats, dresses and blouses. All under the motto: “Love your curves! Be yourself, you have nothing to hide!” Her fashion label *Bessin* is aimed at women who wear sizes 42 to 54, but still want to keep up with the latest trends. Here, the feel-good factor is combined with high quality. A matter very close to her heart is sustainable production in Europe. “As well as the design and quality of the materials, the working conditions for the production employees are also very important to me. A fair wage and regulated working hours should become standard practice throughout the entire fashion industry.”

Representatives of Hungary

For the first time, a collective booth will be showcasing one fashion label, two bag collections and a shoe and jewellery collection from Hungary with a focus on design/avantgarde in the CONTEMPORARY area in the ›Alte Schmiedehallen‹.

Visitors can look forward to the ladieswear label *Wyhoys* by designer Lilla Papai, who is synonymous with sustainable fashion and transparent production. She primarily uses purely ecological materials certified by the ‘Global Organic Textile Standard’ (GOTS). The design and production are carried out in Hungary, ensuring that every step is personally monitored and that the requirements of environmentally friendly production and social responsibility can be met.



Laoni, a bag label for ladies and men, offers timelessly elegant pieces with exciting colour combinations in a distinctive design and excellent quality. The extensive collection includes models for every occasion – whether during the day, in the evening or at work. A highlight is the luxurious stonebag, which innovatively combines natural slate with the finest leather.

Established in 2012 in Budapest, *Bogabag* has specialised in handmade leather bags that are practical, timeless, classic and minimalistic and were created for modern women.

Nes Shoes has been on the market since 2004. The label was founded by Andrea Szilágyi who, after training at Verena Arapu and Christian Lacroix Haute Couture, graduated from the Studio Berçot fashion school in Paris. For her, sophisticated shoes are an essential tool for self-expression that underline the wearer's own beauty and personality. The designs are made sustainably by hand for confident women. They impart a sense of wellbeing and provide luxury for both the soul and the feet in the urban jungle.

The Mama Kin takes inspiration from architectural design, nature and playful minimalism. Jewellery for women who love clean, straightforward pieces that look just as good combined with casualwear as they do with a little black dress. Whether gold-plated, with robust surfaces or made of copper, the label loves to experiment.

This cooperation is being coordinated by the **Hungarian National Trading House**, which brings together Hungarian companies with business partners from abroad. Represented in more than 60 countries, it explores and opens up markets for Hungarian companies. As well as looking for foreign companies for Hungarian business partners, they also offer assistance with logistics solutions, process operations and speeding up production.



GALLERY EVENING & OCCASION

As the only B2B fashion tradeshow for evening and formalwear in Europe, this area is particularly important for brands that follow half-yearly intervals for winter and summer collections. The winter edition is particularly exciting because it is not represented in the general tradeshow business for bridalwear. Its concept appeals in particular to bridalwear suppliers who wish to present their evening and formalwear twice a year, irrespective of the dates of the bridal fairs.

Since 2017, GALLERY EVENING & OCCASION has been taking place as a stand-alone attraction in the ›Kaltstahlhalle‹. The segment should be seen in an overall fashionable context and not separate from the latest fashion trends as it usually is. Professional visitors profit from a platform at the Areal Böhler in Düsseldorf on which decision-makers, professional buyers and influencers all come together. Against an industrial backdrop, GALLERY EVENING & OCCASION invites professional buyers to place orders from Saturday until Monday – together with the leading brands from this sector:

Christian Koehlert • Fashion New York • Frank Saul Fashions • Gina Bacconi • Grand Soir • Jora Collections • L'Atelier Pour La Femme • Lexus Shoes & Handbags • Luxuar Limited • Magic Bride • Magic Nights • Mascara • Mode Exclusive Mehra • Nalejo • Nana Couture • Passion • Shubette Of London • Visous • Weise Fashion

ACCOMPANYING EVENTS:

Sunday, 28 January 2018

11:00 am – GALLERY TRENDVIEW A/W 2018/19

What are the global trends? Which key looks will define the new season? How will the silhouettes and proportions change? Is embellishment here to stay? And which colours and materials will be bringing a new dynamic to the collections? Trend expert Karolina Landowski

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and the Fashion Director of Igedo Company, Alexander Radermacher, are summarising the most important ladies' and menswear looks for autumn/winter 2018/19.

12:00 noon – Presentation of the VDMD.FASHION.PLUCK.AWARD.2018 to Ty-Rown Vincent

Until 2001, Ty-Rown Vincent was a catwalk model for *Karl Lagerfeld*, *Yves Saint Laurent*, *Kenzo*, *Versace* and *Roberto Cavalli*. This gave him the perfect background and experience to develop his own show concepts and premium fashion events. With his Front Row Agency he meanwhile supports fashion clients like the *OTTO Group*, *Deichmann*, *Airfield* and *Unrath & Strano*, as well as corporate clients like *Mercedes* (Fashion Night), *Wella Professionals*, *Siemens*, *Audi* and *BMW/Mini*. He produces over 100 shows a year and is also show host, event producer, fashion ambassador and runway trainer behind (and in front of) the scenes in Germany, Austria and Switzerland.

1:00 pm – Press event and collection presentation of *Bessin* with Ilka Bessin

›Alte Schmiedehallen‹, booth H 49

Throughout the entire duration of the tradeshow:

AMD Academy Fashion & Design Düsseldorf will be flying the flag at Gallery with its own exhibition: the final degree work of their best graduates will be showcased on mannequins and in photos presented in the ›Alte Schmiedehallen‹, at their own booth and at GALLERY EVENING & OCCASION in the ›Kaltstahlhalle‹.

PLATFORM FASHION

The line-up of accompanying events includes fashion shows (please contact the corresponding brands directly for invitations) and get-togethers by Gallery's partner PLATFORM FASHION in the ›Glühofenhalle‹ and ›Alte Federnfabrik‹.

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Another new highlight is THE NRW DESIGN ISSUE for young fashion design from North Rhine-Westphalia. These aspiring young brands are being presented parallel to the PLATFORM FASHION format at the Areal Böhler to give young fashion designers from the region of North Rhine-Westphalia the opportunity to network with other creatives. This new concept consists of three elements: TNRWDI-INTERACTION, TNRWDI-TEMPORARY und TNRWDI-CATWALK. Their designs are being presented in Düsseldorf galleries, at various professional formats and on the catwalk of PLATFORM FASHION to provide new inspiration for the fashion and art market in North Rhine-Westphalia and to develop long-term synergies.

Dates for 2018

Gallery	27 – 29 January 2018	21 – 23 July 2018
Gallery SHOES	11 – 13 March 2018	2 – 4 September 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
- Areal Böhler > the city's fashion hotspots incl. Düsseldorf Fashion House 2, Supreme, Karl-Arnold-Platz, Kaiserswerther Strasse, Halle 29
- Partner hotels – Areal Böhler / Areal Böhler – partner hotels

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Other services

- Free Wi-Fi inside the halls of Areal Böhler
- The 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 train tickets
- Regular visitor newsletter

Press accreditation

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

Düsseldorf, December 2017

All activities of the IGEDO Company:

www.igedo.com

Further information about Gallery SHOES Düsseldorf:

www.GALLERY-SHOES.com

Further information about Gallery Düsseldorf:

www.Gallery-duesseldorf.com



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