

Gallery



Gallery 27 – 29 January 2018
International Fashion Trade Show

Gallery news update:
Additional growth and accompanying events

FURTHER NEWS

While the strongest growing area, PREMIUM & AGENCIES, is continuing to prove popular with the increasing agency business and the associated opportunity to show presence for up to nine days on either side of the event, with 800 international brands, Gallery at the Areal Böhler in Düsseldorf from 27 until 29 January is also reporting an increased number of collective country booths in the CONTEMPORARY area.

In addition to Hungary, Russia will also be represented at a collective booth in Düsseldorf. For the first time, the Russian Association of Fashion Industry (RAFI) is organising the joint presentation of eight Russian brands at Gallery in Düsseldorf. The aim of the Russian Association of the Fashion Industry (RAFI) is to enable Russian brands to tap into new markets and therefore also continue to boost the quality and development of the fashion industry in Russia. This cooperation is beneficial for both sides: while Russia is represented by the RAFI on German platform Gallery, organised by Igedo Company, internationally renowned German brands are being showcased on the Russian platform CPM Moscow, which as well as Messe Düsseldorf Moscow is also co-organised by Igedo Company.

With a focus on design, avantgarde and contemporary brands, the eight Russian labels will be on show in the ›Alte Schmiedehallen‹: *Zibroo Design* (D39) is all about avantgarde silhouettes with a fresh, trend-oriented twist. Stylish and smart versus classic and glamorous is the best way to describe *Lautus* (C40), while at *Cepheya* (D35) by Jacote the focus is on contemporary knitwear. *Serginnetti* (C36) is synonymous with feminine elegance, innovative

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fabrics with exquisite details and is already represented as a brand at 100 stores in Russia and Kazakhstan. With *Pompa* (C38), feminine silhouettes with a sportswear touch meet more than 25 years of experience on the market. Menswear label *Truvor* (C42) will also be represented at Gallery, along with contemporary fashion labels *Lesel* (D37) and *MadaM T* (D41).

With the increasing demand, the Gallery tradeshow format is continuing to develop as a must-attend platform for additional showroom presence and upscale premium brands with PREMIUM & AGENCIES, which will be presented in the ›Halle am Wasserturm‹, parts of the ›Alte Schmiedehallen‹ and the ›Altes Kesselhaus‹. There are also increasing numbers of accessories brands that are increasingly using the Gallery order platform alone or also in combination with Gallery SHOES in March 2018. Avantgarde, design collections and contemporary brands are at home in the CONTEMPORARY area in the ›Alte Schmiedehallen‹, the heart of Gallery. Exclusive EVENING & OCCASION brands will be presented in the ›Kaltstahlhalle‹.

ACCOMPANYING EVENTS

From 27 until 29 January at the Areal Böhler venue in Düsseldorf, Gallery is not only focusing on providing inspiration with its authentic portfolio of more than 800 brands showcasing contemporary fashion, avantgarde and design collections, evening & occasion, accessories & shoes, but also providing plenty of variety with a selection of accompanying events on Sunday, 28 January 2018:

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Sunday, 28 January 2018

11:00 am - GALLERY TRENDAVIEW A/W 2018/19

Areal Böhler // ›Glühofenhalle‹ @PLATFORM FASHION

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

Sunday, 28 January 2018

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

Areal Böhler // ›Kaltstahlhalle‹ // Catering area

The VDMD network of German fashion and textile designers is once again awarding the VDMD.FASHION.PLUCK.AWARD and its VDMD.FASHION.PLUCK.AWARD during Gallery. About the winner: 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. The award ceremony will also be attended by two previous winners from 2017 and 2016, with dancer and designer Massimo Sinato and 'hipster grandpa' Günther Krabbenhöft.

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Sunday, 28 January 2018

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

Areal Böhler // ›Alte Schmiedehallen‹ // Booth H 49

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.”

Sunday, 28 January 2018

From 6:30 pm – Industry get-together @Gallery

Areal Böhler // ›Kaltstahlhalle‹ // Catering area

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‹.

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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‹.

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.

Düsseldorf, January 2018

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.



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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

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/>

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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