

Gallery



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**International Fashion Trade Show,
27–29 January 2018 in Düsseldorf**

Positive results on all levels

In comparison to the summer edition of Gallery in July 2017, the visitor numbers at the most recent edition in January remained stable with approx. 6,000 European professional buyers. The appeal of Gallery as an international fashion tradeshow has proven to be very positive and consistent in the individual segments.

The PREMIUM & AGENCIES area attracted the biggest increase in exhibitors. Strong growth of the agency business in the 'Alte Schmiedehallen', 'Halle am Wasserturm' and 'Kesselhaus' meant a rise in the number of represented sales agencies to 27, and therefore a growth of 35%. The number of agencies, such as *22 fashion agency, Alpha Studio/Franco Rossi, Altea/Ralf Klüver, Celine Klausner, Die Hinterhofagentur, D-tails, Feldges & Heidt, Gabi Heininger, Modeagentur Schiess, Moderaum Fischer, Pegaso* and *The Last of the True/Stefan Kudla*, who are using the order base as a temporary showroom for up to nine days on either side of the tradeshow, is increasing with every edition.

"We are concluding the current edition of Gallery with positive results on all levels. The upscale segment in particular has risen noticeably on both a national and international level. For distribution agencies, Gallery has become an unmissable date in the diary. And not only because our showroom concept guarantees a presence at the Areal Böhler of up to nine days on either side of the tradeshow dates. We are also delighted to see that more and more shoes and accessories brands are exhibiting at Gallery in addition to Gallery SHOES. These are fast-paced developments, which after a total of meanwhile 12 seasons saw a total of 800 international brands from around 25 countries showcased at Gallery. This will continue to be

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the course for Gallery and Düsseldorf as a trade fair location in the future: After all, we are retaining our importance as the Gallery order platform and tradeshow location of Düsseldorf despite the changes facing the industry, the generally strong market trend and an international/national marketplace shift. And we will even continue to gain in importance! Düsseldorf remains the number one ordering location, for which practical, efficient and mutually beneficial ordering, now also supported by the Fashion Net app, has the utmost priority,” sums up Ulrike Kähler, Project Director of Gallery & Gallery SHOES and since January 2018 also the newly appointed Managing Director of trade fair organiser Igedo Company. “And the feedback from exhibitors of the Showroom@Kesselhaus, including Hannes Roether, Luis Trenker, Agentur Wunschnaht, Agentur Another Souvenirs, Alexandra Schiess or agents from the ateliers who are already using the location as a showroom for the second time now, was more than positive and they have already confirmed their attendance at the upcoming season’s event!”

“Thanks to the new, strong Gallery SHOES, new shoe and bag exhibitors are now also showing at Gallery. And both events are also drawing attention to CPM Moscow, where CPM Shoes & Accessories has just been created as its own segment,” continues Ulrike Kähler. “The new joint platforms from Hungary and Russia showcasing exciting new fashion and shoe brands at this edition of Gallery also reflect the mutually beneficial relationship of the three new interacting platforms with growing success.”

In addition, Gallery stands for the avant-garde segment with strong designers and identities that cannot be found in this density at any other trade fair in Central Europe. Overall it was an exciting mix of premium brands and agencies, avantgarde design collections, contemporary brands, shoes and accessories, as well as evening and occasionwear.

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Gallery's own TRENDVIEW

For the first time, Gallery has installed its own TRENDVIEW at Gallery – as a permanent institution with trend expert Karolina Landowski and the Fashion Director of Igedo Company, Alexander Radermacher. Global trends, key looks, silhouettes and proportions, colours and materials: here the spotlight was on ladies' and menswear for autumn/winter 2018/19.

At the focus of the trends for autumn/winter 2018/19 were simplicity and functional design. Looks influenced by minimalism, zeitgeist and high-quality materials are setting the tone. Coats are very important when experimenting with volume, materials and unusual colours. Flounces remain en vogue, but are appearing in very contrasting colours or in a colour blocking look, preferably on tops, blouses and pullovers, of course, but also on jackets, trousers and skirts. The colours are vibrant and cover a neon-black-royal blue spectrum or come in soft earthy tones and delicate peach hues in combination with pigeon blue. Metallics in all shades are also here to stay – from reflective silver down to rosé gold. Comfort is key and is breaking down the boundaries between formal and informal, old and new, as well as the latest technologies and traditional craftsmanship. Fashion creates its own identities, blurs gender roles and embraces individuality.

Specials @ Gallery

The collective Hungarian booth stood out with five exciting brands, including fashion 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).

Russia, as a strong partner country thanks to CPM Moscow, was also flying the flag in Düsseldorf. For the first time, the Russian Association of Fashion Industry (RAFI) organised the joint presentation of eight Russian brands at Gallery in Düsseldorf, opening up a brand-new market for them. This cooperation is beneficial for both sides: while Russia is represented by the RAFI on German platform Gallery, internationally renowned German brands are being showcased at CPM Moscow in a German pavilion.

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Additional accompanying events and specials rounded off the tradeshow's offer, such as the collection presentation by Ilka Bessin, 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 neighbourhood Marzahn. She is now appealing to women with her Bessin collection of tops, sweaters, jeans, parkas and coats, dresses and blouses under the motto: "Love your curves! Be yourself, you have nothing to hide!"

And the VDMD.FASHION.PLUCK.AWARD for men with a bold sense of style was presented to Ty-Rown Vincent by the network of German fashion and textile designers.

Renowned design hotbed, the AMD Academy Fashion & Design Düsseldorf also showcased outstanding work of forward-looking design graduates with an exhibition at the event.

Exhibitor feedback

Azizi, Kim Hyldelund, owner

The new booth design perfectly shows off the avant-garde collections. The atmosphere here is great and highly conducive to productive working. We saw a high number of visitors on Sunday.

Bellissima Creation, Marion Sauer, Sales Representative

The quality of visitors who came to our booth on Saturday was very high. We have also had a lot of very good orders placed today. We always enjoy coming to Gallery as we, and also our customers, value the great atmosphere here.

D-Tails, Patrick Coppolecchia-Reinartz, agency owner

Customers have been placing orders with us almost non-stop since the first day. As always, we are in the right place at the right time with Gallery. Our new ADD collection in particular has proven to be a real hit. This is a great tradeshow with a great atmosphere!

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Agentur Feldges & Heidt, Michael Heidt, owner

This is our first time at Gallery. We are very impressed with the service, organisation and smooth running of the event. All of the customers we invited to meet us here came. So all in all, we are extremely satisfied.

Schuhagentur Gabi Heininger, Gabi Heininger, owner

For me, Gallery is an important, must-attend platform at the beginning of the season. I hope that in the future even more shoe exhibitors will take advantage of this early date. As always, the cooperation with the trade fair organiser is very pleasant and runs smoothly.

Die Hinterhofagentur, Dominik Meuer, owner

We are meanwhile a well-versed team with Igedo. Just like in previous seasons, our customers feel very much at home in the Areal Böhler and I hope that remains the case for a long time to come.

Hugenberg, Adrian Zeichner, owner

We always look forward to Gallery with great anticipation. And rightly so as there's a lot to look forward to! Once again it was a resounding success, both in terms of the number of visitors to our booth and the fact that they were so international. We really hope that this continues in the future.

MAT Fashion, George Kalogerakis, Marketing & Development Manager

For us, Düsseldorf is the most important platform. Contacts aren't only made here, but a lot of orders are also placed. Visitors appreciate the location and cool backdrop of the Areal Böhler.

Nör, Christian Nör, owner

Business is very much at the fore at Gallery. Here in Düsseldorf we meet lots of international customers and key accounts from all over Europe.

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Sarah Pacini, Maite Ligot, Sales Manager

This is our first time back at Gallery in a long while. Our expectations have been fully met and everything has turned out great. We are looking forward to coming back. It certainly looks like we have found the right platform for our collection.

Ümit Ünal, Ümit Ünal, owner

Gallery is constantly developing with new strong brands being added to the portfolio of exhibitors. As well as our existing customers, we are also gaining increasing numbers of new buyers. And more and more representatives of online stores are also visiting the event.

Veto, Vesna Smolcic-Blazevic, owner

Gallery has developed into an excellent order platform for us. The quality of the customers is very good and the audience is very international once again. What visitors really appreciate about Gallery is the great vibe here and the fact that they can find trends and information in one place. And there are plenty of parking spaces available too.

Yours Handelsagentur, Anna Lulu-Gutmann, owner

We are presenting an accessories table for the first time. The concept is fantastic and the brands complement each other well. For us as a young company, this is the perfect opportunity to showcase our collections.

Düsseldorf, 29 January 2018

Tradeshaw date for Gallery: 21–23 July 2018

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

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

Information about Gallery SHOES: www.gallery-shoes.com



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