



Final Report

Gallery SHOES

International Tradeshow for Shoes & Accessories

27 – 29 August 2017 in Düsseldorf

A fresh and powerful wind from Düsseldorf

“Liberated and revamped for a fresh new start”: exhibitors, buyers, the press and attending associations are unanimous about the impact of the newly fledged Gallery SHOES. At the Areal Böhler venue in Düsseldorf, a new, vibrant, contemporary and modern event has been established by the IGEDO Company, which can look back on almost 70 years of industry expertise in international fashion fairs. The consensus was that the German shoe universe hasn’t seen anything like this for a long time. Strong foundations for an unshakeable new start in Düsseldorf, an international shoe tradeshow city for more than 60 years, were laid at the beginning of the week and already firmly established.

From 27 – 29 August 2017, around 9200 European professional buyers attended the new shoe fair with more than 500 international brands from 16 countries. “We are relieved about this unanimous confirmation from the industry,” sums up Ulrike Kähler, Project Director of Gallery & Gallery SHOES. “In just under six months we have been laying the solid foundations with a lot of hard work. We’ve had a perfect start that will now allow us to concentrate on attracting more international professional buyers, especially from Northern Europe.” And the concept is consistent and fitting. The statement of the tradeshow in the elaborately restored industrial halls of the Areal Böhler is very much in tune with the modern zeitgeist and there is definitely an international brand appeal.



A lot of factors contributed to this successful event for the new shoe tradeshow business in Düsseldorf. Even the weather cooperated, meaning that the cool outdoor areas of the industry get-together were highly frequented. As well as its competence as an order platform, the catering and lounge areas also reflected the aspects that make the event stand out: Gallery SHOES brings people together, lifts barriers and conveys the impression of virtual immersion in an entire industry, without sacrificing anything in terms of the clear structure, categorisation and presentation.

As well as a full and informative programme of accompanying events, the ideally located registration counters and a logical placement of brands, the service in general and the attention to details that are so important for an enjoyable trade fair experience were particularly praised. The extension of the available exhibition space by two seamlessly added temporary halls with a lightweight structure and also the professionalism shown toward exhibitors and visitors were also highly commended. "We are satisfied with this result, especially considering the short timeframe we had, but of course we still have our sights firmly set on our remaining targets for the future – and are now enthusiastically moving forward," concludes Ulrike Kähler.

FEEDBACK FROM VISITORS

PREMIUM Zone – Kaltstahlhalle

INUIKII, Alessio Maag, CEO/partner

A really strong trade fair for the German market! Visitors and buyers are coming to our booth with a very positive attitude and in good spirits. All in all, it's a good platform for us and we'll be represented here again next season.

**PURA LOPEZ, Ingrid Höing, owner of agency INGRID HÖING**

Our summary of the first Gallery SHOES: good business in a contemporary setting! We've had a lot more visitors than expected. An all-round successful start in a positive atmosphere!

AGENTUR GABI HEININGER, Gabi Heininger, owner

Germany needs a shoe fair! The fresh, new vibe is very good for the event. We've already seen it at Gallery, which we're also represented at. The compact format and the clearly arranged floor plans are proving popular with visitors. The atmosphere is brilliant and the numbers are good. We are happy and so are the visitors! And we hope that this cooperative spirit will continue in the future.

DONNA CAROLINA, Christian Knebel, Sales Representative for North Germany

The atmosphere and the number of visitors are both very good. We've met a good mix of fashionable visitors here. It would be great if there were a few more international ones. The fair date is a good choice for a German order platform. Keep it up!

CALVIN KLEIN / KATY PERRY COLLECTIONS / JUICY COUTURE, William Rich, Brand Manager for Europe

The location is really cool and we have a good space here in the Kaltstahlhalle. Visitor numbers were promising. The platform needs to be boosted by everyone involved in order to give it a more international appeal, for visitors from Scandinavia in particular.

CONTEMPORARY / URBAN Zone – Alte Schmiedehallen**SKECHERS, Marvin Bernstein, Managing Partner**

The show is fresh and exciting, much needed and long overdue!

**GABOR, Achim Gabor, Chairman of the Board/Director of Sales & Marketing**

The new format has gone down very well. There was a good atmosphere on all sides. A lot of customers came on the first two days especially. A huge thanks to the visitors and organisers. We were satisfied and will certainly be back.

A.S.98, Michael Gerlach, Managing Director of Brand Masters

We are very happy with the tradeshow's new image. The fresh, new atmosphere is a good thing. Even the first day was very promising and the second day went extremely well for us. We need a German shoe fair and really hope that it can firmly establish itself. Every buyer should also contribute to supporting the location and come and see it for themselves. And the wonderful atmosphere has of course also contributed to the good vibe these past few days. The starting shot has well and truly been fired!

PAUL GREEN, Désirée Braun, Online Marketing

The atmosphere at Gallery SHOES is extremely dynamic and positive. Our customers also agree with us and are really impressed. We have welcomed large numbers of visitors to our stand. And that certainly has a lot to do with the great way the fair has been promoted.

COMFORT Zone – Alte Federnfabrik / Glühofenhalle**BERKEMANN, Michael Zoller, Brand Manager**

A great start in a fresh new setting. We saw very high numbers of visitors at our Berkemann booth. The tradeshow concept in the new location has been met with a very positive response, both from visitors and exhibitors. We had visitors from Germany but also an international audience from Europe and even overseas.



KIDS' Zone – Blankstahlhalle

5

HIP SHOE STYLE, Frans van Helvoirt, Managing Director and owner

We are very happy and will definitely be back! The location looks amazing and the atmosphere is great. And I mean that sincerely. What I really appreciated was the simple and uncomplicated organisation! Feedback came quickly and the organisers are very friendly. We've been loyal to Düsseldorf as a tradeshow location for almost 20 years now. We're hoping that the new platform will enjoy good media coverage.

FALCOTTO / NATURINO, Ombretta Scocco, Marketing Manager

It was a great start! The location and the halls look amazing. As well as a lot of customers from Germany, we also had visitors from other European countries. In terms of organisation, there are a few things that could be fine-tuned, but the overall result is positive.

FEEDBACK FROM ASSOCIATIONS

HDS/L, Manfred Junkert, General Manager of the Bundesverband der Schuhe und Lederwaren Industrie (Federal Association of the German Footwear and Leather Goods Industry)

A successful debut! Our optimistic expectations have been surpassed. The brilliant industrial setting perfectly complements the new-look format and provides the perfect emotional backdrop. A fantastic setting for fashion and also shoes. You can see how well thought-out the concept of the fair is and the organisation is also good. The short distances help visitors save a lot of time and provides them with a quick and easy overview. The way has definitely been paved for a leading fair for the shoe industry!

BDSE, Brigitte Wischnewski, President of the Bundesverband des Deutschen Schuheinzelhandels (Federal Association of German Shoe Retailers)

Having to wait in line was new! But that only increased the excitement and even the waiting time was inspiring. I'm impressed at how such an inspiring portfolio can result from a standard booth design. The openness of the stands and the unobstructed visibility make it



easier to make contacts in a very uncomplicated and direct way. You instantly get swept up by the great atmosphere.

Shoe trends for spring/summer 2018

Summer 2018 is all about comfort thanks to the omnipresent sneakers taking this season by storm – in all variations and colourways. But they also feature lots of luxurious elements with the use of silk bows, gemstones and sparkling foils. The range of slip-on and mule styles is being further developed, both high-topped and pointed, and we are also seeing them in comfortable summer versions with espadrille soles and grip. The many different heel variations – from block to sculptural and artistically graphic – are turning heads and making a real fashion statement. As well as metallic tones, also dominating the colour palette are a soft ivory white, ice blue and mint green, as well as sand and grey tones. These nuances are being complemented by fruity apricot, solar orange, bright pink and electric violet.

Gallery SHOES dates for 2018

Gallery SHOES 11 – 13 March 2018

Gallery SHOES 2 – 4 September 2018

All activities of the IGEDO Company:
Further information about Gallery SHOES Düsseldorf:

www.igedo.com
www.gallery-shoes.com

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Düsseldorf, 29 August 2017