

# FASHN ROOMS

Düsseldorf –  
the place to be!

27|28|29  
July 2024

Showroom Concept  
26|27|28|29

With its spring and fall dates, **FASHN ROOMS** is proving to be an important milestone in the order round. With consistency and quality awareness, we are creating a solid basis for brands in the segments womenswear, menswear, shoes and accessoires. The product range structure in retail is constantly evolving – Shoes are gaining new relevance as part of the fashionable total look concept. Additionally to **SHOES DÜSSELDORF**, we offer the shoe industry an earlier order date during **FASHN ROOMS** to present their collections and provide fashion and shoe retailers with early orientation and the opportunity to place their first orders.

We are actively involved in driving continuous growth, acting in line with market developments and continuing to develop. Above all, we focus on appreciation and open communication, because a trade show is always a joint project involving all stakeholders!

With four dates a year, we are ready for you at the fashion location Düsseldorf with concentrated competence! Take advantage of these opportunities for presence and order appointments for your brand!

# OUR FOCUS



“Our aim is  
for everyone to be satisfied.”

*U. Kähler*  
Ulrike Kähler, Managing Director

**FASHN  
ROOMS**  
SEE & ORDER BY IGEDO EXHIBITIONS

**NEONYT  
DÜSSELDORF**  
licensed by  
Messe Frankfurt Exhibition GmbH  
organized by Igedo Exhibitions

**SHOES  
DÜSSELDORF**  
SEE & ORDER BY IGEDO EXHIBITIONS

# CONCEPT

**THINK FASHION AND COME TO FASHN ROOMS – THE PLACE TO BE** for order and business at the Areal Böhler, **EXPERTISE & CONSCIENCE FOR FASHION.**

Our Tradeshow stands for a mix of premium brands and agencies, contemporary and design collections as well as shoes and accessories.

- A carefully curated, varied mix of individual, high-quality brands with a concentration on the mid to upper price segments with a focus on the European Market
- An open trade show design for inspiration and discovery of new products, ideas and networking



- Different events as part of THE STAGE create a perfect balance between new impulses and order business
- Start-up area for newcomer brands and digitalization topics
- After-work party for the entire industry

Present your brand in a contemporary way to optimally convey your individual image and further develop your business.



## Contemporary & Design



Individual cuttings, special creations. The segment Contemporary & Design distinguishes with a touch of modern extravagance.

## Accessories



Jewellery, bags as well as hats and caps: Accessories perfect every outfit. Numerous exhibitors present their stylish collections. Additional lifestyle products round off the portfolio and surprise the fashion people.

## Shoes



Diversified mix of individual brands with a focus on the European market. An inspiring selection of collections that cover the entire spectrum of the footwear industry.

You don't have your own showroom in Düsseldorf or would like to use the **FASHN ROOMS** as additional location next to your own showroom?

**Then you are exactly right with us!**

Use your participation effectively for 4 days to be exhibited in the best possible neighborhood. Our Showroom Concept offers you the opportunity – away from the hustle and bustle of the fair, and even one day before the main duration in an undisturbed working atmosphere to keep your customer appointments. Additionally, you are able to generate new customers.

July 2024	Fri	Sat	Sun	Mon
	26	27	28	29
FASHN ROOMS				
SHOWROOM CONCEPT				



# SHOWROOM CONCEPT



# START UP AREA

To all start-ups  
in the fashion  
industry:  
we want you

We offer the ideal setting for fashion & lifestyle, so that you can tell your stories about your innovative label!

## Requirements:

- Newcomer
- Contemporary or innovative design
- The label has never had a presence at **FASHN ROOMS** before

## Advantages:

- Advantageous positioning of Start Up Area at **FASHN ROOMS**.
- Announcement on the web-site, in newsletters and social media channels
- Regular integration in press relations
- Exchange in networking area



## Our offer includes:

- 4 sqm of stand space in the area (freely designable)
- Branding on community pylon
- Collection rack or shelf
- Participation at the integrated networking area (with tables and chairs)
- Basic lighting
- Power supply incl. consumption
- Stand cleaning
- WIFI



# SERVICES

Services for visitors are supposed to make their stay at the trade fair as pleasant as possible and provide as more added value. Targeted marketing and PR measures are essential for your successful trade fair presence at **FASHN ROOMS**. We support you and provide a variety of tools to optimize your presence:

- High-quality visitor acquisition
- Social media posts on all relevant channels & META campaigns to acquire new customers
- Target group-oriented newsletter mailing
- Trade press cooperations
- Free press box
- Presentation of your label via our Brandbox
- Entry in the Trade Show Guide
- Invitation cards for online invitations to your customers
- Clips for your social media content
- [Travel arrangements/partner hotels](#)
- "Helping Hands" for the set-up and dismantling time
- Free admission for visitors & uncomplicated online registration
- Shuttle service
- Parking on the Areal Böhler
- Free Wifi
- Catering & networking areas
- Events on THE STAGE



# WORK, TALK & NETWORKING



**Competent information for brands, retailers, media and movers and shakers from the fashion trade:**

A central component of **FASHN ROOMS** are the inspiring and well-attended panel talks, trend lectures and discussions which contribute to the exchange and further development of the industry.

Personal invitations and stand campaigns by you are important and support customer acquisition.

**Need support in implementing a specific marketing idea?**

Do you, for example, initiate small workshops, present innovations or invite people to a happy hour at your booth? Perhaps you also offer goodies for visitors to invite them to visit your stand? We would be happy to include your event and activities in our timetable and communicate them via our various channels. Take part in our network and use our contacts and know-how.

**Go Advertising!**

Targeted marketing tools on site\*:

- Newsletter Advertising
- Truss at outdoor area
- Video/logo presentation on screens and/or LED screens
- Shuttle branding

\*chargeable





# COOPERATIONS

## Content Partner Talk – presented by you



### SERVICE PARTNER:

Organization of a panel talk on a topic of your choice on stage, in consultation with Igedo Exhibitions. The content partner talk should offer added value for the participants and provide impulses for the industry.

### SERVICE IGEDO EXHIBITIONS:

We offer the platform with moderation and optional discussion partners (after consultation with the partner). As a presenting partner for the talk, you will be named in the program and integrated via social media.

**2,500 €\*** Package price net

## Host Special Event



### SERVICE PARTNER:

During our trade shows your company organizes an event on its own responsibility and with the support of Igedo Exhibitions, at which your company is presented, and an action area is used. Examples of this are product presentations or product launches.

### SERVICE IGEDO EXHIBITIONS:

Provision of the platform/action area, mention in the program and mention via social media.

**1,500 €\*** Package price net

\*Special prices for exhibitors

### The global metropolis on the Rhine.

Düsseldorf has been an important center for art, culture, design and fashion for many decades. Hardly any other city in Germany is so characterized by creativity and inventiveness.

- Here you will find globally recognized art academies, renowned museums, well-known architectural firms, leading media and advertising agencies as well as a vibrant fashion scene.
- Düsseldorf is characterized by its global flair and short distances, especially in the fashion industry. It's only a few minutes from the world-famous Königsallee with its high-fashion boutiques to the showrooms of established brands.
- The creative fashion scene can be found just up the river in the Loretto district and in the adjacent Media Harbor. In between there is a variety of gastronomy, from international star cuisine to authentic Rhenish delights. Düsseldorf is not only the leading meeting point and order location, but also a pulsating culinary metropolis that is always worth discovering.

### Industry meeting place no. 1

Düsseldorf is and remains the order location for the fashion & shoes business in Germany, enjoys an international reputation and is existentially important as a business location.

- The city scores with short distances and concentrated ordering opportunities. Parallel to **FASHN ROOMS**, the local showrooms open their doors for the Düsseldorf Fashion Days. The Fashion Days are organized by Fashion Net under the umbrella brand 'DFD' as an association of a wide variety of players.

# DÜSSELDORF

- In 2007, the city was awarded the national title of Capital of Fair Trade. Düsseldorf has also been a Fair Trade Town since 2011.
- The Areal Böhler is infrastructurally connected to the order hotspots via our shuttles. Numerous networking and event formats provide the industry with space for professional and informal exchange.





# AREAL

**Inspiring, overwhelming and simply different:  
Areal Böhler inspires Europe's fashion people.  
"The Place to be in Düsseldorf"**

The former steelworks has now become the lively innovation and trade fair location Areal Böhler. The imposing industrial backdrop with its indoor crane, boiler plant, concrete pillars and huge steel girders provides the setting for the **FASHN ROOMS**. Since its continuous construction and expansion, the Areal Böhler has matured into a highly authentic event location with contemporary industrial charm that is unique in Germany.

# BÖHLER

**The very good transport connections, coupled with the industrial character and the mixed use of the site make up the Areal Böhler:**

- Only 15 minutes to the city center, the main train station and the airport
- Direct transport links to all highways
- Parking for exhibitors and visitors
- Good public transport connections – tram stop directly in front of the location



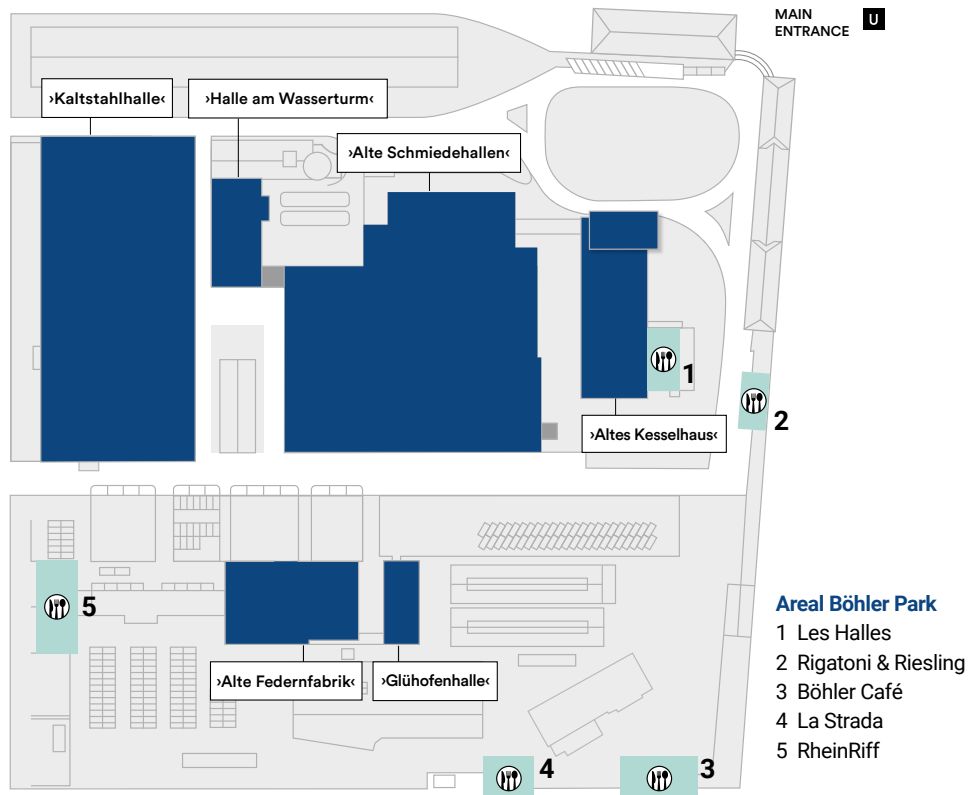




# LOCATION

## Gastronomy quarter

The Areal Böhler has now established itself as a new scene magnet with cool gastronomic locations: 'Les Halles', 'Rigatoni & Riesling', 'Böhler Café', 'RheinRiff' and 'La Strada' characterize the lifestyle in the AREAL BÖHLER PARK. This city oasis with an authentic industrial feel attracts people from far beyond Düsseldorf and invites you to breakfast, lunch and dinner.



# CONTACT

## THE ADDRESS FOR A PERFECT FAIR



**Ulrike Kähler**  
Managing Director  
T +49 211 4396-306  
kaehler@igedo.com



**Anjanette Rola**  
International Sales Manager  
T +49 211 4396-423  
rola@igedo.com



**Günther Sommer**  
International Sales Manager  
Showroom Concept  
M +49 171 8220592  
sommer@igedo.com



**Sven Martens**  
Senior Project Manager  
T +49 211 4396-412  
martens@igedo.com



**Nicole Blank**  
Senior Project Manager  
T +49 211 4396-318  
blank@igedo.com



**Christina Grell**  
PR & Marketing Manager  
T +49 211 4396-386  
grell@igedo.com

**Igedo Exhibitions GmbH & Co. KG**  
Emanuel-Leutze-Straße 8  
40547 Düsseldorf  
T +49 211 4396-01  
F +49 211 4396-345

## VENUE

Areal Böhler  
Hansaallee 321  
40549 Düsseldorf



In Belgium, Denmark, the Netherlands, Portugal, Spain and Turkey you can also contact our Foreign Representatives at any time. Find the corresponding contact details [here!](#)

You might be interested to be part of the next event?  
Here you will find the application:

**[FASHN ROOMS: fashn-rooms.com](https://fashn-rooms.com)**



FASHN\_SHOES



Igedo Exhibitions



Igedo Exhibitions



NEONYT Düsseldorf