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IGEDO.COM

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IGEDO EXHIBITIONS IS A PIONEER IN THE FASHION TRADE FAIR SECTOR WITH OVER 75 YEARS OF EXPERIENCE. WE BRING BRANDS, DESIGNERS AND TRADE VISITORS TOGETHER AND CREATE EVENTS THAT DEFINE TRENDS AND SET NEW IMPULSES.

WITH A CLEAR FOCUS ON **QUALITY & INNOVATION** WE OFFER PLATFORMS AND EVENT FORMATS THAT NETWORK, INSPIRE AND SET STANDARDS.

IGEDO EXHIBITIONS INSPIRES THE FASHION INDUSTRY WITH **DECADES OF EXPERTISE, MODERN VISIONS & KNOW-HOW** AND OFFERS EVERY TIME THE PLACE FOR NETWORKING.

ABOUT US



OVERVIEW

SHOES DÜSSELDORF GOES EARLIER 2 - 4 FEBRUARY 2025

NEONYT DÜSSELDORF

25 - 27 JANUARY 2025

& 2 - 4 FEBRUARY 2025

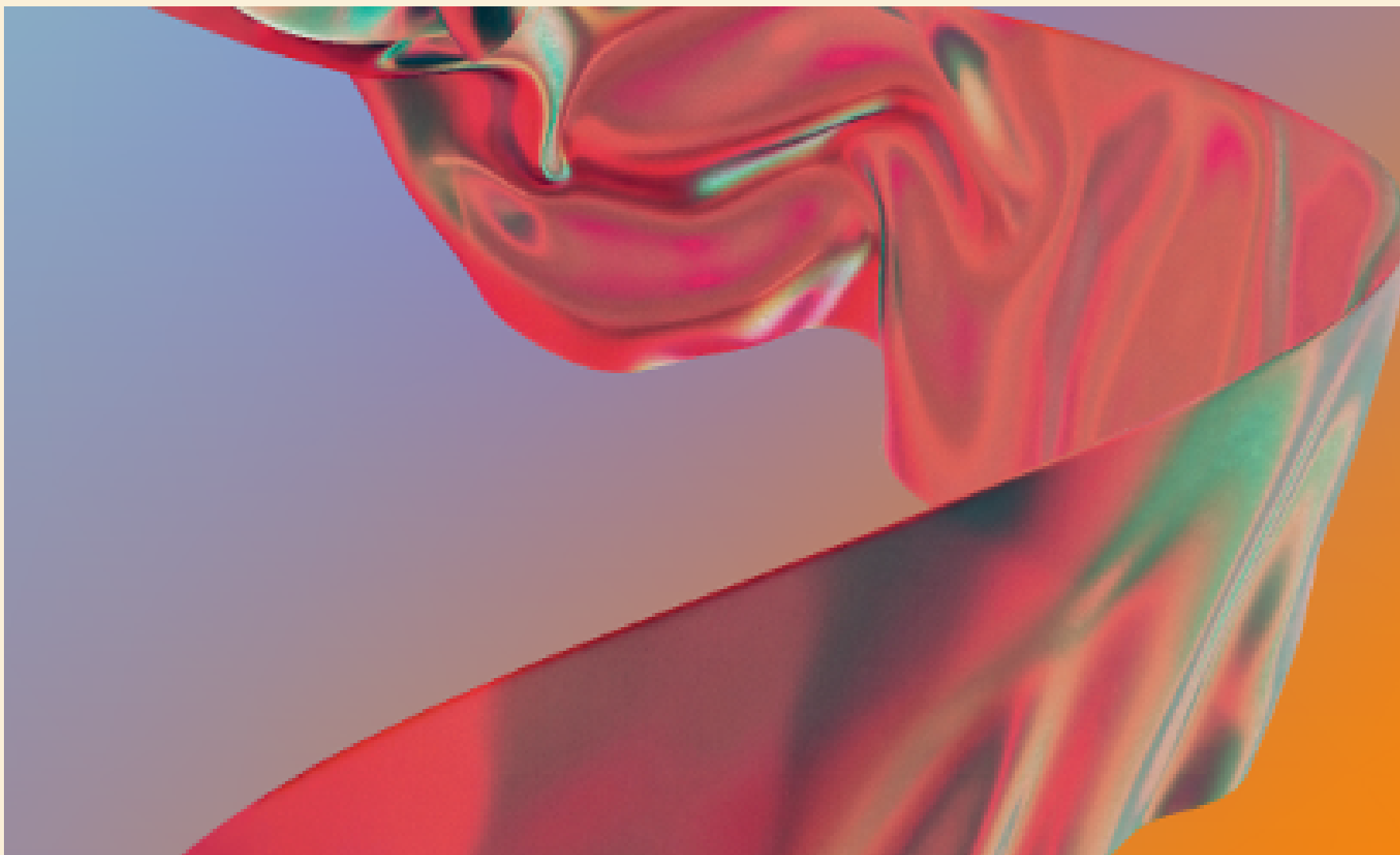
SUSTAINABLE BRANDS ONLY

FASHN ROOMS IS SHOW OPENER 25 - 27 JANUARY 2025

SHOWROOM CONCEPT

PREMIUM BRANDS & AGENCIES

24 - 27 JANUARY 2025



FASHN ROOMS

25 | 26 | 27 January 2025

THE PLACE TO BE FOR DESIGN & CONTEMPORARY BRANDS

FASHN ROOMS IS NOT ONLY A CENTRAL PLATFORM FOR FASHION ENTHUSIASTS AND TRADE VISITORS, BUT ALSO ACTS AS A LINK TO THE NUMEROUS SHOWROOMS IN DÜSSELDORF. PARALLEL TO THE **DÜSSELDORF FASHION DAYS** IT IS THE MEETING PLACE FOR EVERYONE INTERESTED IN THE LATEST TRENDS AND COLLECTIONS. WITH A **VERSATILE MIX** OF SEGMENTS SUCH AS CONTEMPORARY & DESIGN, ACCESSORIES AND SHOES, **FASHN ROOMS** OFFERS A WIDE RANGE OF FACETS THAT COMBINE CREATIVITY AND ORDER - IT PROVIDES A COMPREHENSIVE OVERVIEW OF THE LATEST DEVELOPMENTS IN THE INDUSTRY.

CONTEMPORARY BRANDS & DESIGN & ACCESSORIES & SHOES

FASHN
ROOMS

SHOWROOM CONCEPT

24 | 25 | 26 | 27 January 2025

IF YOU DO NOT HAVE YOUR OWN SHOWROOM IN DÜSSELDORF OR WOULD LIKE TO USE THE **FASHN ROOMS** AS A SUPPLEMENT TO YOUR OWN VENUE, THE **SHOWROOM CONCEPT AT AREAL BÖHLER IS THE IDEAL SOLUTION**. TAKE ADVANTAGE OF THE EXTENDED OPENING HOURS AND THE EXCLUSIVE ATMOSPHERE TO MEET EXISTING CUSTOMERS AND MAKE NEW CONTACTS. THE **SHOWROOM CONCEPT** HAS PROVEN ITSELF OVER THE YEARS AS AN ESTABLISHED AND RELIABLE ORDER PLATFORM WITH OVER 140 INTERNATIONAL PREMIUM BRANDS.

05

+++ PREMIUM BRANDS & AGENCIES +++

25 | 26 | 27 January 2025
&
02 | 03 | 04 February 2025

NEONYT

DÜSSELDORF

GOES FASHN & SHOES

NEONYT DÜSSELDORF TAKES PLACE PARALLEL TO **FASHN ROOMS AND NEW TO SHOES DÜSSELDORF** AT AREAL BÖHLER!

THE EARLY DATE OF SHOES DÜSSELDORF CREATES SYNERGIES AND BRINGS **FASHION, SHOES & SUSTAINABILITY** IN THE TIMELINE CLOSER TOGETHER AND OFFERS SUSTAINABLE BRANDS EVEN MORE VISIBILITY. NEONYT DÜSSELDORF FOCUSES ON SEASONAL MUST-HAVES AND COMBINES AESTHETICS, TRENDS & LIFESTYLE WITH SUSTAINABILITY, **INNOVATION & DIGITALISATION**. THE **STRICTLY CURATED BRAND PORTFOLIO** IS COMPLEMENTED BY WORKSHOPS AND LECTURES THAT OFFER INSIGHTS INTO NEW MATERIALS & TECHNOLOGIES. NEONYT DÜSSELDORF - AN IMPORTANT MEETING PLACE FOR THE COMMUNITY TO **NETWORK & EXCHANGE KNOWLEDGE**.

Areal Böhler
NEONYT
DÜSSELDORF

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+++ **CERTIFIED SUSTAINABLE ONLY** +++

SHOES DUSSELDORF

BY BRINGING FORWARD THE DATE, **SHOES DÜSSELDORF** IS THE CENTRAL MEETING POINT FOR ALL PLAYERS FROM THE FOOTWEAR INDUSTRY AND **KICKS-OFF THE SEASON**. IT PROVIDES THE OPPORTUNITY FOR AN EARLY EXCHANGE ON TRENDS AND TENDENCIES FOR THE COMING SEASON.

THE INDUSTRY IS SHOWING INCREASINGLY THAT FASHION IS NOT JUST ABOUT CLOTHING. MANY BRANDS ARE CONSCIOUSLY FOCUSING ON AN EARLIER POSITIONING IN THE FASHION MARKET. **SHOES DÜSSELDORF** OFFERS A NEUTRAL STAGE TO PRESENT STYLES AND COLLECTIONS TARGETED AT THE SPECIALISED TRADE.

07

+++ GOES EARLIER! 2 - 4 February 2025 +++

PERFECT

IGEDO EXHIBITIONS, AS AN EXPERIENCED TRADE FAIR ORGANISER IN THE FASHION LOCATION OF DÜSSELDORF, SPECIFICALLY **PROMOTES YOUNG TALENTS IN THE FASHION INDUSTRY.**

THANKS TO THEIR EXPERTISE, IGEDO OFFERS YOUNG TALENTS AN IDEAL OPPORTUNITY TO NETWORK, MAKE VALUABLE CONTACTS AND FACILITATE THE **ENTRY INTO THE FASHION INDUSTRY.**

NEONYT DÜSSELDORF

SHOES DÜSSELDORF

FASHN ROOMS

FOR
NEWCOMERS

GET-TOGETHER LABELS & VON HANDEL, COMMUNITY

THAT'S WHAT UNITES ALL OUR EVENTS: A DEEPER INSIGHT INTO THE INDUSTRY WITH ADDED VALUE. ON ALL EVENT DAYS, WE **CURATE & PRESENT** A **HIGH-QUALITY PROGRAM** OF INSPIRING KEYNOTES, WORKSHOPS, PANEL TALKS OR TREND VIEWS, AS WELL AS CONTEMPORARY FORMATS ON KEY INDUSTRY TOPICS.

IN THIS WAY, WE BUNDLE FASHION EXPERTISE, PROMOTE DIALOGUE, AND CREATE AN **OPTIMAL ORDERING ENVIRONMENT.**



WORK & TALK COMMUNITY

SERVICE IS KEY!

A SUCCESSFUL PRESENTATION BEGINS LONG BEFORE THE EVENT.

TARGETED MEASURES SUCH AS VISITOR ACQUISITION, META-CAMPAIGNS, SOCIAL MEDIA CONTRIBUTIONS, PRECISE NEWSLETTERS AND **STRATEGIC COOPERATION** WITH THE TRADE PRESS LAY THE CORNERSTONE.

OUR COMPETENT IGEDO TEAM ENSURES THAT EVERYTHING **RUNS SMOOTHLY** ON SITE: FREE ADMISSION, EASY ONLINE REGISTRATION, A CONVENIENT SHUTTLE SERVICE AND AN APPEALING CATERING AND NETWORKING AREA PROVIDE A **PROFESSIONAL & PLEASANT ATMOSPHERE**. OUR SERVICE PROVIDES OPTIMUM SUPPORT FOR YOUR PRESENCE.

SERVICE

AREAL

LOCATED ONLY **15 MINUTES FROM THE CITY CENTRE**,
THE MAIN RAILWAY STATION AND THE AIRPORT.

DIRECT CONNECTION TO ALL MOTORWAYS.

CAR PARKING & CONVENIENT PUBLIC TRANSPORT CONNECTIONS
DIRECTLY IN FRONT OF THE LOCATION.

09

BÖHLER

DÜSSELDORF

DÜSSELDORF IS AND REMAINS THE ORDER CENTRE FOR THE FASHION AND SHOE BUSINESS IN GERMANY, IT ENJOYS AN INTERNATIONAL REPUTATION AND IS EXISTENTIALLY IMPORTANT AS A BUSINESS LOCATION. GLOBAL FLAIR MEETS SHORT DISTANCES - THAT'S WHAT MAKES DÜSSELDORF SO UNIQUE. THE FASHION INDUSTRY IN PARTICULAR MAKES USE OF THIS. IT'S ONLY MINUTES FROM THE WORLD-FAMOUS KÖNIGSALLEE WITH ITS HIGH FASHION BOUTIQUES TO THE SHOWROOMS OF ESTABLISHED BRANDS.

THE CITY WAS AWARDED AS THE CAPITAL OF FAIR TRADE IN 2007 AND HAS BEEN A **FAIRTRADE TOWN** SINCE 2011.

BRANCH MEETING **NO.1**

Summer 2025

NEXT LEVEL

MEETING PLACE.EXCHANGE.INFORMATION.INSPIRATION



MEET THE PROFASHIONALS

SHOES.FASHION.LIFESTYLE.HOME.GADGETS.

MEETING PLACE.EXCHANGE.INFORMATION.INSPIRATION



SPONSORSHIP
FOR SUCCESS

SHOES.FASHION.LIFESTYLE.HOME.GADGETS.

MEETING PLACE.EXCHANGE.INFORMATION.INSPIRATION

SPONSORSHIP
PACKAGES

GREEN

BLUE

RED



SHOES.FASHION.LIFESTYLE.HOME.GADGETS.

NEXT STEP

Winter 2025

APPLY NOW



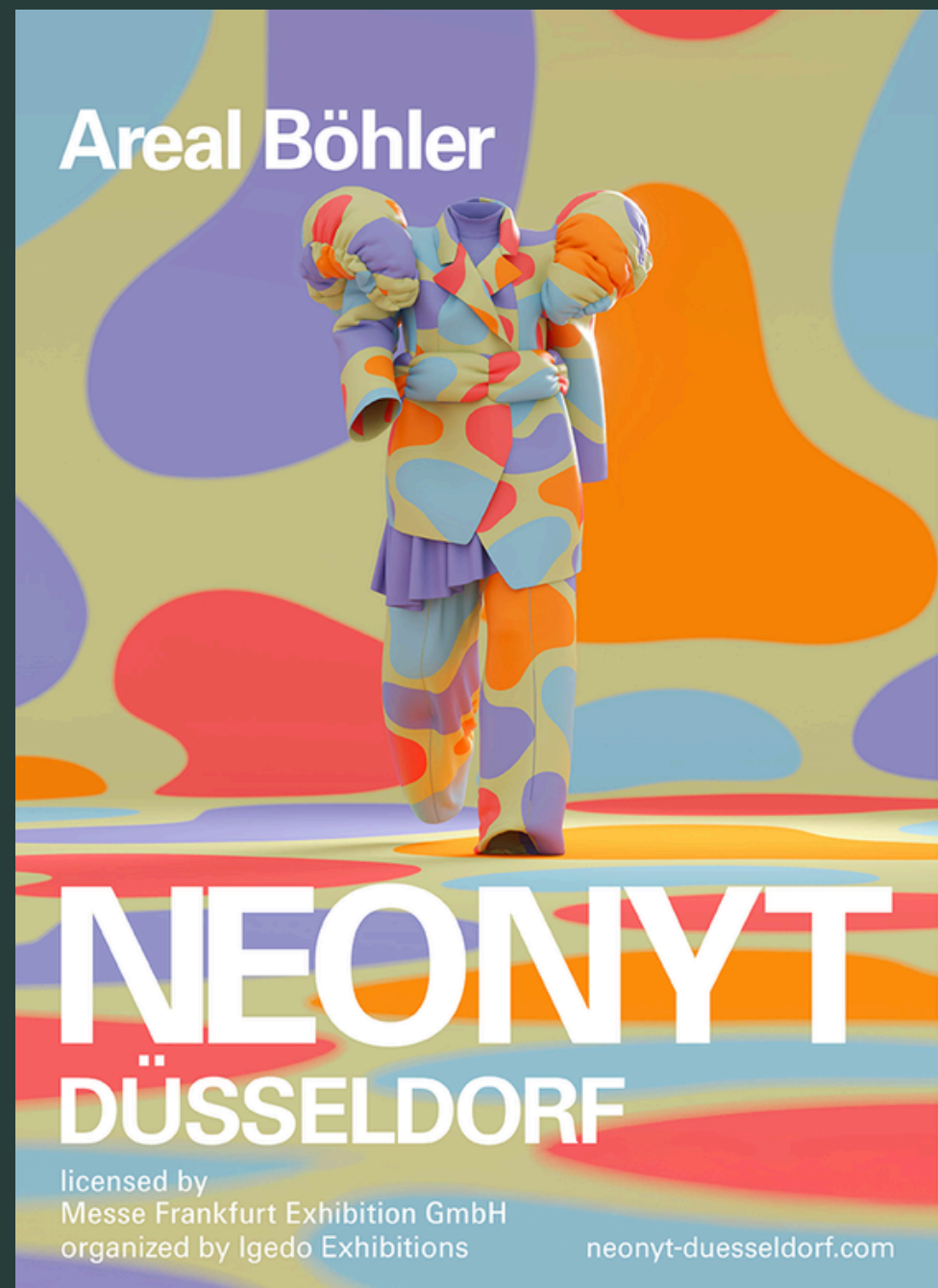
**FASHN
ROOMS**

SEE & ORDER AREAL BÖHLER DÜSSELDORF FASHN-ROOMS.COM

**25|26|27
January 2025**

**Showroom Concept
24|25|26|27**

IGEDO EXHIBITIONS



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DÜSSELDORF**

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**SHOES
DÜSSELDORF**

SEE & ORDER AREAL BÖHLER SHOES-DUESSELDORF.COM

**2|3|4
February 2025**

IGEDO EXHIBITIONS

THXS

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GET IN TOUCH WITH US!



CONTACT



WE LOOK FORWARD TO SEEING YOU...