



Opening

Gallery FASHION & Shoes

24 – 26 July 2021

Showroom Concept

22 – 26 July 2021

“The preparations for Gallery FASHION & Shoes are in full swing. We’re looking forward to the upcoming event on the usual scheduled date: but of course only for individuals who have been vaccinated, tested, or who have recently recovered from COVID-19. Exchange and inspiration are more important than ever. Customers want to be surprised and wowed with new ideas and insights! A direct, personal connection is key here: whether in the ordering of new collections or at the POS itself. That’s why we have also added extra industry talks on topical issues to our accompanying line-up. The Areal Böhler has meanwhile developed into a hip location with impressive catering offers – an added bonus for all our visitors during their time here.”

Ulrike Kähler

Managing Director of Igedo Company

AROUND 300 BRANDS

Showcasing around 300 brands, Gallery FASHION & Shoes from 24-26 July 2021, along with the accompanying Showroom Concept from 22 July 2021, will soon be taking place at the Areal Böhler in Düsseldorf. "We're looking forward to a good mix of fashion, shoes and accessories in the 'Alte Schmiedehallen' and 'Halle am Wasserturm'," says Ulrike Kähler.

Milan-based agency Strategia & Distribution will be represented at the Gallery order platform with international ladieswear, menswear, kidswear, accessories and lifestyle brands. The list of noteworthy brands from Italy, France, Spain and Germany include Aeronautica Militare, Alysi, Alfa Romeo, Avirex, Baci Fashion, Badari, Bangle Up, By Dora Guimares, Byluma, Bugatti, Fratelli Rossetti, Maliparmi, Mario Valentino, Manila Grace Maserati, Nanan, Pollini, Pagani, T-Love and Special Day. Via the Markus Schiess agency, premium brands like Hannes Roether, Hannoh+, lolab, Jonnylove, Mexicana, Moma, Than Minh, The Noo and Trippen will be on show. As always, fashion agency Klauser will be occupying the 'Halle am Wasserturm' with labels including 2 Star, Bagnoli Sartoria Napoli, Bcc Ed, Blooming 24, Bombers Original, Briglia 1949, Dragon, Filippo de Laurentiis, Franco Ferrari, Giangi Napoli, In the Box, Les Tricots de Léa, Majestic Filatures, Ooon Cashmere, Pantofola D'Oro 1886, Salvatore Piccolo and Teezy.

And represented in the 'Design & Avantgarde' segment are brands such as Catherine André from France, La Vaca Loca from Spain, Mimicri from Germany, Sophia Elly by Stizzoli and Serien Umerica from Italy and Zen Ethic. Brands like Aino, Gix, Gudrun Grenz, Luana Moden, Mat Fashion, One-offsue, Ralston, The Swiss Label and XD Xenia Design will also be represented once again. New additions to the World of Accessories include ARLT from Germany with the brands Burni, Emma B., McBurn and McBurn White. And the list of returning exhibitors includes Ahmaddy, Lemon Jelly, Lofina, Roshan Paul, Salto, Scotch & Soda and What For.

AREAL BÖHLER PARK

The Areal Böhler has meanwhile established itself as a new hotspot with three cool catering offers: 'Les Halles', 'Böhler Café' and 'MagazinDrei' all reflect the new attitude in the AREAL BÖHLER PARK, a cool urban oasis that will attract people from beyond Düsseldorf's borders with its authentic, industrial vibe. A new modern venue that is different to the usual city-centre culinary experiences and the place to come for breakfast, lunch and dinner. At the four annual Gallery order events, it represents an additional attraction for all industry visitors to the Areal Böhler – in the form of stylishly designed cocoons for working, networking and relaxing that are tailored perfectly to the discerning fashion, shoes and lifestyle crowd.

Les Halles – La Piscine Café | Restaurant | Club | Bar

French charm with European heritage at its best: with a total area of 580 m² and a cool 1920s-style industrial design, 'Les Halles' is finally back again. Here, history-steeped industrial architecture meets innovative design and a unique atmosphere: a one-of-a-kind place that attracts creatives, intellectuals and the trendsetting fashion crowd.

Böhler Café

Serving up delicious coffee and cakes, the 'Böhler Café' is set to become another popular hotspot in the AREAL BÖHLER PARK. The perfect relaxation spot for buyers and exhibitors as well as anyone looking to escape the hustle and bustle of the city.

MagazinDrei

'MagazinDrei' also exudes a laid-back vibe: it's not only a restaurant, but also a bar and bistro with a terrace and a chilled outdoor area.



ACCOMPANYING LINE-UP

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JOINT PRESS CONFERENCE OF THE GERMAN CLOTHING INDUSTRY

Thursday, 22 July, 10:30 am – 12:00 noon, Areal Böhler

According to the Federal Statistical Office of Germany, 87.2% of the German economy was not directly affected by the lockdown. But the clothing industry, and retailers in particular, had the misfortune of belonging to the other 12.8%.

BTE – Handelsverband Textil (Textile Trade Association)
GermanFashion Modeverband Deutschland e.V.
Styleranking
DMI Deutsches Mode-Institut (German Fashion Institute)
German Fashion Council

will be getting together for a joint press conference, where they will be taking stock of the current situation and discussing the consequences and outlooks for the post-pandemic world.

DMI BUYERS' BRIEFING: FASHION & SHOES

Saturday, 24 July, 10:30 am – 12:00 noon, and

Sunday, 25 July, 12:00 noon – 1:30 pm, Areal Böhler

Everything you need to know about the spring/summer 2022 season: for buyers, the press, exhibitors and interested visitors. As an exclusive service at Gallery FASHION & Shoes, a summary of the most important trend colours, key looks, must-haves and unavoidable topics for the upcoming order season will be presented at the Areal Böhler. The DMI (German Fashion Institute) is the leading trend office in the German-speaking area. Its work with the most influential trend offices from the world's major fashion countries makes the DMI's predictions a self-fulfilling prophecy.

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FUTURE FASHION FORECAST

Saturday, 24 July, 12:00 noon – 1:30 pm, Areal Böhler

This event is aimed at the industry's strategists and decision-makers. Helping to set the course for the future, it will offer a sneak peek into the world of tomorrow. In a compact series of multimedia presentations, analysts from the network of the DMI will be providing an insight into the status quo of technological and future developments in their relevant special fields.

FUTURE FEMALE FASHION FORUM

Sunday, 25 July, 10:30 am – 12:00 noon, Areal Böhler

Three out of every four items of clothing are purchased by women. But in the places where decisions about this clothing are made, i.e., the boardrooms of the major fashion companies, men are still very much dominating. Together with the DMI, Igedo Company has initiated a forum that brings together a host of fantastic female decision-makers and players from manufacturing, retail and universities, local tradeshow and national media to share ideas and network. The forum takes place whenever the industry meets for the ordering season in Düsseldorf. Representatives in top positions will be getting together for a public panel discussion. As the upcoming event is the first of its kind, it will focus on the needs and expectations associated with the FUTURE FEMALE FASHION FORUM. In the second part, the protagonists will be discussing the individual strategies that helped get them through the crisis and their predictions for the time afterwards.

SERVICES

Shuttles

As part of the Fashion Bridge and cooperation with 'Supreme Women & Men', a regular shuttle service will be transporting visitors between Gallery FASHION & Shoes, Supreme and the showrooms on Kaiserswerther Straße and Hall 29/30. It will also be stopping off at the partner hotels. The Areal Böhler shuttle station is located near the entrance and another Gallery Express shuttle station can be found on Kaiserswerther Straße at Karl-Arnold-Platz.

Partner hotels

Visitors to Gallery FASHION & Shoes receive discounted rates in the following partner hotels: COURTYARD MARRIOTT, FISCHERHAUS, GUT DYCKHOF, LINDNER CONGRESS HOTEL, INNSIDE DÜSSELDORF SEESTERN, NOVOTEL SEESTERN and LINDNER RHEIN RESIDENCE. Further details are available online at <https://gallery-duesseldorf.com/services/?lang=en>.

Additional hotels and travel options are offered by our partner Düsseldorf Tourismus GmbH with the DüsseldorfCard. Find out more here: <https://www.duesseldorf-tourismus.de/en/book/fair/gallery-fashion>.

Other services

- Free Wi-Fi inside the halls of Areal Böhler
- Regular visitor newsletter
- Digital ticket and entry system that meets the latest international standards



Press accreditation

- <https://gallery-duesseldorf.com/press/accreditation/?lang=en>

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Düsseldorf, 05 July 2021

Upcoming dates

Gallery FASHION & Shoes	24 – 26 July 2021
Showroom Concept	22 – 26 July 2021
Gallery SHOES & Fashion	29 – 31 August 2021

All activities of Igedo Company:

www.igedo.com

Further information about Gallery SHOES & Fashion:

www.gallery-shoes.com

Further information about Gallery FASHION & Shoes:

www.gallery-duesseldorf.com

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