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Press Release

Düsseldorf, July 2022

Fascination FASHN ROOMS DÜSSELDORF Fashion starts here.

FASHN ROOMS - OPEN DOORS for Inspiration, Orders and Talks FASHION - BEAUTY - GREEN ROOM under one roof

From 21 - 25 July, Areal Böhler will be all about fashion and focus on fashion, talks and inspiration. Forming the origin and heart of the Düsseldorf fashion scene will be **FASHN ROOMS** with integrated showroom concept. In the trendy setting of Areal Böhler fashion becomes tangible. "Here it's all about experiencing, discovering and coordinating. The size of the store does not matter – because here especially small and medium-sized retailers find the products that make up a good mix and thus the store of the future," says Igedo CEO Ulrike Kähler.

EXPERIENCE FOR ALL SENSES: CONCEPT STORE

Open for new things! This credo does not only apply to retail. From now on, the portfolio of **FASHN ROOMS** will also go beyond apparel and shoes of German and international brands. For the forthcoming edition, **FASHN ROOMS** will be opening up new rooms in the truest sense of the word:

**FASHN ROOMS becomes the perfect stage:
FASHION, BEAUTY & GREEN ROOM
will present themselves under one roof for the first time.**

Along the lines of a modern concept store, the newly created **GREEN ROOM** platform will open its doors: with a diverse range of sustainable, fair fashion - perfectly integrated into the **FASHN ROOMS** space.

Interest in fairly produced fashion continues to grow and good design and sustainable values are by no means mutually exclusive - on the contrary: fairness and environmental friendliness are reflected in daily lifestyle as well as in favourite looks. "Sustainability is becoming a matter of course," Ulrike Kähler is convinced. **GREEN ROOM is the answer to this trend.** "It is still a small plant, but it is growing steadily," Ulrike Kähler describes the long-term project. As a mixture of sustainable fashion, creative store design and inspiring panel talks, GREEN ROOM builds a bridge

[1]

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between conventional fashion retail and sustainability. GREEN ROOM offers retailers a great opportunity to extend their ranges to include sustainable, fair fashion. On top of this, many hands-on tips on how to present sustainable products attractively in the store will be shared. "The mix is perfect. We bring together what belongs together and all of this in a single, very inspiring place," says Ulrike Kähler explaining the innovative, sales-expanding concept. The cooperation with selected, competent service partners and inspiring lectures will provide the concept with additional energy. "We regard the new **FASHN ROOMS** as a blueprint for concept stores - retailers should take advantage of this special opportunity for inspiration," Ulrike Kähler appeals to retailers.

Furthermore, by introducing **ADDITIONALS, FASHN ROOMS** also open up a space for beauty and lifestyle products, including skincare and decorative cosmetics, oils, fragrances, wellness articles as well as stationery, candles etc. The core products of FASHN ROOMS, i.e. hats, accessories and bags, will also be given a perfect stage there. Beyond the product, it is also about an appealing, purchase-inspiring presentation in the shop. "With attractive products that encourage impulse buying, we open up new possibilities for retailers to surprise and sustainably inspire their shoppers and generate more sales," says Ulrike Kähler.

"Düsseldorf! A must-go for me!"

Retailers should take this appeal literally. This applies not only to the **FASHN ROOMS** order show, which opens its doors from 23 to 25 July. The **Showroom Concept** will be launched at Areal Böhler as early as 21 July. The integrated Showroom Concept with a longer duration (21 - 25 July 2022) offers agencies and premium brands optimal conditions to stage sophisticated fashion in a high-end, individual environment. Avant-garde, Design & Contemporary form the core of the trade show. Exciting collections from the accessories & shoes segments complement the portfolio. Numerous services, including the practical shuttle that connects **FASHN ROOMS** with the city's showrooms, but also hip hospitality venues and exciting, individual events at the stands, round off a successful visit to the trade show.

Fashion is a societal asset. Reason enough that Düsseldorf now wants to celebrate its image as an international fashion metropolis with all fashion enthusiasts. As part of the Düsseldorf Fashion Days (DFD), B2C fashion shows will take place on Saturday, 23 July 2022, at the Düsseldorf Festival - initiated by the Düsseldorf Economic Development Corporation and organisationally supported by the Igedo Company.

[2]

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SERVICES

Shuttles

Our shuttle service connects **FASHN ROOMS** with the showrooms on Kaiserswerther Straße (shuttle stop on Karl-Arnold-Platz), Medienhafen, Halle 29/30, Hauptbahnhof, Airport and our partner hotels.

Partner hotels

Visitors to **FASHN ROOMS** receive special rates at the following partner hotels: COURTYARD MARRIOTT, FISCHERHAUS, INNSIDE DÜSSELDORF SEESTERN, LINDNER CONGRESS HOTEL, LINDNER RHEIN RESIDENCE, ME AND ALL Oberkassel, NOVOTEL SEESTERN and VOCO Düsseldorf Seestern. Further information is available on the website <https://fashn-rooms.com/services/>.

For more hotels, travel options and information about Düsseldorf, please contact our partner [Düsseldorf Tourismus GmbH](#).

Other services

- Free Wifi in the halls of Areal Böhler
- Regular Visitor Newsletter
- Digital ticket and access system according to international standards

Press accreditation

- <https://fashn-rooms.com/press/accreditation/?lang=en>

Dates

Summer

SHOES DÜSSELDORF

28 - 30 August 2022

Winter

FASHN ROOMS

28 - 30 January 2023

Showroom Concept

26 - 30 January 2023

All activities of the Igedo Company:

igedo.com

Further information about **FASHN ROOMS**

fashn-rooms.com

Further information about **SHOES DÜSSELDORF**

shoes-duesseldorf.com

Follow us:



Düsseldorf, 13 July 2022

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