

# Press Release

Düsseldorf, January 2024

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

**NEONYT  
DÜSSELDORF**  
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Messe Frankfurt Exhibition GmbH  
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## **,'Welcome to FASHN ROOMS & Neonyt Düsseldorf...'**

...was the slogan of the past few days!

For the third time, Igedo Exhibitions staged **Neonyt Düsseldorf** together with the established **FASHN ROOMS** format at the Areal Böhler in Düsseldorf! Once again, the organiser has given some thought to its positioning. A comprehensive and sustainable concept was chosen for this step:

A communicative hub for the sustainability activities of the participating brands of both formats, further development of the content formats, thereby even faster ways for the buyers! As a result, visible and measurable synergies for partners, exhibitors and visitors!

Alongside stylish collections, new technologies, future products & innovations were also showcased in January - progressive ideas and strategies for future-oriented urban centres in line with the Green Deal.

Conclusion no. 1: Two formats that belong together, two different areas that will and should grow together.

Both the Showroom Concept, which started a day earlier as usual, and the **FASHN ROOMS** brands placed promising orders on the main order days at Areal Böhler. Many exhibitors were also pleased to welcome new international customers. And thus visible and trade fair synergies for partners, exhibitors and visitors.

Promising orders were placed at the Areal Böhler on the main order days, both in the Showroom Concept, which started a day earlier as usual, and with the **FASHN ROOMS** brands. Many exhibitors were also pleased to welcome new international customers. And thus visible and trade fair synergies for partners, exhibitors and visitors.

In addition to the collections, important keynote speeches on the topics of forward-looking retail, vital living spaces and the circular economy in fashion attracted many trade visitors to Areal Böhler.

Conclusion no.2 Three days Three days in a place where there was a constant buzz of ambient noise.

However, Igedo Exhibitions, with its decades of expertise, wants more; it wants to bring improved, meaningful, compact and, of course, emotional live formats to the space at the No. 1 fashion location in Düsseldorf for the entire industry.

The Fashion Business Award presented by the City of Düsseldorf and Fashion Net on Sunday evening, as part of the Fashion Days, is more than just an encouragement. A look back is always good, but looking forward is crucial! This requires a lasting commitment from many industry participants - the industry with us, we for the industry in Düsseldorf - this is the only way it can work. Igedo Exhibitions and its team are ready!

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## DATES

**SHOES DÜSSELDORF**

**03 - 05 March 2024**

**FASHN ROOMS  
Showroom Concept**

**27 - 29 July 2024  
26 - 29 July 2024**

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**27 - 29 July 2024**

Activities of IGEDO EXHIBITIONS

[igedo.com](http://igedo.com)

More Information to **FASHN ROOMS**

[fashn-rooms.com](http://fashn-rooms.com)

More Information to **SHOES DÜSSELDORF**

[shoes-duesseldorf.com](http://shoes-duesseldorf.com)

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