



Gallery SHOES

International Tradeshow for Shoes & Accessories

27 – 29 August 2017 in Düsseldorf

Intermediate status May 2017

“Our aim for the first edition of Gallery SHOES was to showcase 500 international brands. At the beginning of May, 400 labels have already confirmed that they’ll be exhibiting at the Areal Böhler in August 2017,” summarises Ulrike Kähler, Project Director of the new shoe tradeshow in Düsseldorf. “We’re particularly delighted that we’ve been able to firmly establish all our planned segments, PREMIUM, CONTEMPORARY, URBAN, COMFORT and KIDS, on a competent, expressive and international tradeshow platform.”

The individual zones will be divided up at the Areal Böhler as follows:

PREMIUM Zone

›Kaltstahlhalle‹

The ›Kaltstahlhalle‹ (Cold Steel Hall) impresses with its unique aesthetic and atmosphere: the long and narrow space is flooded with natural daylight and exudes an elegant industrial vibe, making it the ideal setting for the PREMIUM & AGENCIES area.

Labels showcasing their collections in the PREMIUM area come from the DACH region, the Netherlands, Scandinavia, Italy, Spain, the UK etc. and include *Abro, billi bi Copenhagen, Calvin Klein, Candice Cooper, Chie Mihara, Floris van Bommel, Fred de la Bretoniere, G.H. Bass, Hundred 100, Juicy Couture, Karl Lagerfeld, Katy Perry Collection, Lola Cruz, Pertini, Primabase* and *RAS*.

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And the list of exhibiting agencies includes Agentur de Silvio, Butz & Krum, Landen & Landen, Oderlounge Fashion and Shoe Mission Germany, as well as top agents like Gabi Heining, Ingrid Höing, Evelyn Muth and Marc Zimmermann. They will be joined by top brands such as *Aigner, Apepazza, Alchimia AU79, Bibi Lou, Blauer USA, Bogner, Bonne Maison, Esseutesse, Meline Sneakers, MOA – Master of Art, Numero 10 bags, Officine Creative, Paco Gil, Paco Herrero, Pura Lopez* and *Steffen Schraut*.

CONTEMPORARY & URBAN Zone

›Alte Schmiedehallen‹, ›Halle am Wasserturm‹ & ›Altes Kesselhaus‹

The largest area of Gallery SHOES is CONTEMPORARY & URBAN, covering a total of three seamlessly merging halls. The ›*Alte Schmiedehallen*‹ (Old Blacksmith Halls) with its historical steel girders and industrial-style, glossy flooring takes up the most floor space and can be divided into four sections. The ›*Halle am Wasserturm*‹ (Hall by the Water Tower) stands out with its industrial and museum-like atmosphere. With its listed furnace, the ›*Alte Kesselhaus*‹ (Old Boiler House) represents the motto “silverware meets industrial backdrop”. An out-of-the-ordinary setting that will provide major market leaders and brands, not only from Germany but also Belgium, Italy, the Netherlands, Austria, Poland, Portugal, Romania, Spain, Switzerland and Turkey, with completely new surroundings that allow them to showcase their collections in the CONTEMPORARY & URBAN area – without any of the usual ‘bigger is better’ pressure.

The list includes *Alma en Pena, Altra Officina, Apple of Eden, ara, A.S.98, Blackstone, Bruno Premi, Buffalo, Café Moda, Camel Active, Cycleur de Luxe, El Naturalista, Fersengold, Flip*Flop, Gabor, Galizio Torresi, Jack & Jones Footwear, Jeffrey Campbell, KangaROOS, KMB, Lloyd, Marco Tozzi, Maripé, Melvin & Hamilton, Menbur, Mustang Shoes, Mjus, Napapijri Footwear, Neosens, Nero Giardini, Nina Shoes, S´Oliver, Paul Green, Tamaris, Unisa, Vagabond* and *Van Lier*.

COMFORT Zone

›Alte Federnfabrik‹ & ›Glühofenhalle‹

For the COMFORT Zone, the ›Alte Federnfabrik‹ (Old Springs Factory) and the adjoining ›Glühofenhalle‹ (Annealing Furnace Hall) with its spacious outdoor area will be providing a new tradeshow home to brands from Germany, France, Austria and Spain including *Berkemann, Briggs, Bonova, Christian Dietz, Fidelio, Finn Comfort, Ganter, Jomos, Manz, PieSanto, Semler, Ströber* and *Vital*.

KIDS' Zone

›Blankstahlhalle‹

The ›Blankstahlhalle‹ (Bright Steel Hall) is another elaborate highlight of Gallery SHOES. It is flooded with natural daylight, has an above-average ceiling height of six to eight metres and is located directly opposite the ›Alte Schmiedehallen‹ with the CONTEMPORARY & URBAN zone, the largest area at Gallery SHOES.

Home to the KIDS' Zone, its exhibitors from Germany, Italy, Spain, the Netherlands, Scandinavia and Croatia include *Akido Kids, Bundgaard, Braqueez, Clic!, Develab, Falcotto, Footi, Froddo, Hip, Jochie & Freaks, Lurchi, Maà, Manuela de Juan, Moschino Kids, Naturino, Pinocchio, Pom Pom, Red Rag, Viking, Vingino, Unisa Kids* and *W6YZ*.

Exhibitors such as *Crime London, KangaROOS, Lemon Jelly* and *Mustang* will also be presenting their kids' collections in the CONTEMPORARY & URBAN area.

Other news

Publishing house events

Taking place during the tradeshow, events in cooperation with German trade publications TEXTILWIRTSCHAFT and SCHUHKURIER are set to be popular get-togethers offering relevant industry content. Further information will be coming soon.

Media Village, food & drink areas & registration

A Media Village for publishing house representatives, where a selection of trade magazines will also be presented, offers an additional service for media partners, exhibitors and professional visitors. The central catering area is located in the ›Blankstahlhalle‹ and there will also be smaller food & drink areas in all halls. And for this upcoming August edition, plans are being made for a laid-back outdoor catering spot where visitors and exhibitors can relax. A total of three registration counters are planned. Further information will be coming soon.

New partner hotels added to the list

Due to the enthusiastic response and large numbers of reservations, the list of partner hotels on the left bank of the Rhine River (INNSIDE MEILA, MARRIOT COURTYARD, NOVOTEL, FISCHERHAUS and GUT DYCKHOF) has grown with the additions of ME AND ALL HOTELS and HOTEL INDIGO in the city-centre of Düsseldorf, as well as the HOLIDAY INN and SWISSOTEL in Neuss. You will find further details at www.gallery-shoes.com.

Shuttles

Gallery SHOES Express Shuttle, operated by IGEDO Company

- Areal Böhler – city hotspots
- Partner hotels – Areal Böhler / Areal Böhler – partner hotels
- External parking space at Löricker Deich 285 – Areal Böhler

Other services

- Wi-Fi in all halls and on the grounds of the Areal Böhler
- Tradeshow ticket doubles up as a transport ticket for free travel to and from the event within the VRR public transportation system zone (Stop: Lörick with the U70, U74 and U76)
- Discounted Deutsche Bahn rail tickets

Gallery SHOES dates for 2017/18

Gallery SHOES 27 – 29 August 2017

Gallery SHOES 11 – 13 March 2018

Gallery SHOES 2 – 4 September 2018

All activities of the IGEDO Company:

www.igedo.com

Information about Gallery SHOES Düsseldorf:

www.GALLERY-SHOES.com

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