



Gallery SHOES

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**International Trade Show for Shoes & Accessories
11-13 March 2018 in Düsseldorf**

Fully prepared for the second edition and boosted by surging international interest

With a surge in interest among international exhibitors, Gallery SHOES is well prepared and raring to go as it approaches its second edition: "The huge demand is continuing unabated for the upcoming edition in March 2018. Over 500 brands from 17 countries such as Australia, Belgium, Denmark, Germany, France, Great Britain, Italy, Croatia, the Netherlands, Austria, Poland, Portugal, Switzerland, Spain and Turkey will be flying the flag at the Areal Böhler in Düsseldorf," sums up Ulrike Kähler, Project Director of Gallery and Gallery SHOES.

Additional space...

"We have created more space to expand our portfolio while strictly adhering to our philosophy of limiting individual booth spaces to max. 150 m²," continues Ulrike Kähler. "Via agencies that have already exhibited in the past, we are welcoming a number of new brands. Some of the brands presented via distribution agencies were waiting to see what the launch of the first edition would bring. And now they are also on board. The ice has been broken!"

Regardless of the fact that further halls can be expanded on the grounds of Areal Böhler in the mid-term, Ulrike Kähler and her team have continued to invest in the future and

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expanded the existing space with a third lightweight hall located between the ›Alte Schmiedehallen‹ and the ›Kaltstahlhalle‹. This new ›Gussstahlhalle‹ is an additional two-part exhibition space for representatives from the PREMIUM and CONTEMPORARY segment. The two lightweight halls from the first edition, the ›Blankstahlhalle‹ and ›Edelstahlhalle‹, remain an integral part of the hall planning and will also be extended. The KIDS' zone will be moving into the ›Edelstahlhalle‹ and the extended CONTEMPORARY area can now be found in the ›Blankstahlhalle‹.

The entrance to the ›Alte Schmiedehallen‹ has been extended outwards as the main registration area with a tent housing a larger cloakroom and a café. And the entrance area in front of the ›Edelstahlhalle‹ will be used as a second registration area for the new KIDS' zone thanks to a canopy. The third registration area in front of the ›Blankstahlhalle‹ will remain unchanged.

New brands...

The new recruits to the PREMIUM segment include *Aldo Brue, Elena Iachi, Fabio Rusconi, Fauzian Jeunesse, Strategia, Today, Stokton* and *Silvano Sassetti* from Italy. A new addition from Germany is *Heinrich Dinkelacker*, and from Spain *Preventi*. Brands that will be presented in the URBAN & CONTEMPORARY zone include *Marc Cain Shoes & Bags* and *Gosch* from Germany, *Blundstone, Blu Heeler* and *Emu Australia* from Australia and *Twinset* and *Mery* from Italy. New to the KIDS' zone are *Colors of California, Jarrett, Mou, Primigi* and *Verdecchia* from Italy, *bellybutton, Lowa Kids* and *Pololo* from Germany, *Phister & Philina* and *Racoon* from Denmark, and *Genuins* from Spain. And new additions to the COMFORT zone include: *Mobilis Ergonomic by Mephisto* from France, *Grünwald by Glücksschuh* and *Meisi by Berkemann* from Germany, *Giesswein* from Austria, *Haflinger* from Poland, *IGI & Co.* from Italy, *Joe N Joyce* from Spain, *Wolkenwerk* from Portugal and *Vionic* from the USA.

“It hasn't always been easy to fulfil the wish of certain exhibitors to individually increase booth sizes. The mission of Gallery SHOES is to be a curated tradeshow with an exciting and competent brand mix. In the end, everyone will profit from this: professional visitors and

exhibitors! That's why we are cautiously expanding the area and ensuring that there is still enough space for new labels and therefore a breath of fresh air. This is not only decisive for an organic brand spectrum, but vital," Ulrike Kähler adds. "So we are all the more pleased that the newly created structure is now proving popular across the board and also showing us that we are on the right track. That also applies to the segmentation in the halls. Of course we are flexible. Individually requested changes must, however, always be in keeping with each hall and segment concept. In the ›Kesselhaus‹, for example, we are supporting the Private Label and Pronto Moda area with some design changes to guarantee more privacy for the buyers."

Making an appearance once again...

Brands that were already represented at the previous Gallery SHOES are once again being showcased in the PREMIUM zone, including *abro, aigner, Alexander Hotto, Ama Deluxe Brand, ASH, AU79, Bogner, Camerlengo, Calpierre, Candice Cooper, Chie Mihara, Floris van Bommel, Jaime Mascaro, Karl Lagerfeld, Katy Perry Collections, Lola Cruz, MOA-Master of Arts, MOMA, Pertini, Pura Lopez, RAS, Voile Blanche* and many more...

In the CONTEMPORARY zone brands such as *ara, Birkenstock, Bruno Premi, camel active, cubanas, Donna Carolina, Gabor, GANT Footwear, Gerry Weber Shoes, Högl, Marc O'Polo, Maripé, Melvin & Hamilton, Marco Tozzi, NeroGiardini, Paul Green, Rieker, s.Oliver, Skechers, Thierry Rabotin* and *Unisa, Van Lier* will be presented, as well as brands including *A.S. 98, Apple of Eden, Blackstone, British Knights, CA SHOTT, Dr. Martens, Fly London, KangaROOS, Mustang Shoes* and *Neosens, Nobrand, P448, Superga, Suri Frey* and *Wrangler* have once again registered for the URBAN zone. And the KIDS' zone is also well positioned with labels like *Bo-Bell, Bisgaard, Braqueez, Bundgaard, clic!, develab, Hip Shoe Style, It's for you, Naturino, W6YZ, Moschino Baby Kid Teen, Froddo, Momino, Odra, Pinocchio, Pom Pom, Steiff, Telyoh, Unisa Kids* and *Viking*. Visitors to the COMFORT zone can once again expect to see: *Berkemann, BOnova, Christian Dietz, Fidelio, Finn Comfort,*



Flex & GO, Ganter, Hickersberger, Jomos, Josef Seibel, Manz Fortuna, Marc Shoes, Romika, Semler and Stuppy, Solidus.

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Outdoor areas in winter...

“A major topic that we will more than do justice to, especially as March is very different to your typical rainy, freezing January. But we’d even be prepared for that...,” says Ulrike Kähler. “Giving our visitors a warm welcome and a good atmosphere is our top priority!”

The outdoor area at the first edition was described by many as the “star of the show”. “And to ensure this continues in the winter, we have developed a new food concept with our caterer Broich SIEBZEHN34. In the little garden area next to the ›Glühofenhalle‹, for example, there will be a tent installed that will house a ‘real’ restaurant with table service.” The food court that was located next to the ›Kaltstahlhalle‹ at last August’s edition is moving into a newly created area adjoining the ›Kaltstahlhalle‹.

Parking and getting here...

“Venues with industrial charm unfortunately also have aspects that are not always very convenient and cannot be changed to the complete satisfaction of our visitors.... But ultimately this is a matter that doesn’t just affect the Areal Böhler in Düsseldorf as a tradeshow platform. Every event at an international off-location that isn’t a classic exhibition centre or typical trade fair grounds has to deal with such problems...,” sums up Ulrike Kähler. Based on the experience of the first edition, it is therefore no longer possible to admit both exhibitors and visitors onto the exhibition grounds at the same time. Traffic jams are caused by exhibitors and visitors arriving simultaneously, which in turn leads to detours to alternative parking spaces for both groups. This was in addition to the fact that at the first edition, a



construction site made access difficult, although this was only a temporary hindrance. “We therefore had to make the decision to only allow exhibitors to park on the grounds.” Visitors travelling by car can make use of the regular shuttles from the external car parks, such as the one at the Strandbad Lörick. The Gallery SHOES website provides detailed information about how to find the parking spaces with their regular shuttles. Very good accessibility and high frequency guaranteed – also for visitors travelling by public transport.

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Accompanying programme of events

Sunday 11 March, 2018

12:00 noon

TextilWirtschaft Order Info

1st floor of the ›Kesselhaus‹

3:00 pm

‘Trend Table’ ShoeMarket and the HDS/L Bundesverband der Schuh- und Lederwarenindustrie (German Federal Association of the Footwear and Leather Goods Industry) with IGEDO Fashion Director Alexander Radermacher

1st floor of the ›Kesselhaus‹

6:00 pm

Exhibitor Get-Together

Food court next to the ›Kaltstahlhalle‹



Monday 12 March, 2018

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10:30 am

FIRST ceremony of the HDS/L Junior Award 2018

Location: Areal Böhler (exact location to follow)

- Upcoming designer award on the theme "FASHION MEETS COMFORT"
- Sponsors & support: HDS/L-Bundesverband der Schuh- u. Lederwarenindustrie e. V.
- Foundation of the HDS/L Junior Award 2018 by SchuMo GmbH
- Organisation: HDS/L in cooperation with Gallery SHOES

12:00 noon

HDS/L Bundesverband der Schuh- und Lederwarenindustrie (German Federal Association of the Footwear and Leather Goods Industry) press conference with Project Director of Gallery / Gallery SHOES Ulrike Kähler

1st floor of the ›Kesselhaus‹

The times and locations of additional programme items, including presentations by trend experts Karolina Landowski and Marga Indra-Heide as well as activities by SCHUHKURIER, will be following soon.

Other services

Partner hotels

FISCHERHAUS, GUT DYCKHOF, HOTEL INDIGO, HOLIDAY INN, INNSIDE MEILA, MARRIOT COURTYARD, ME AND ALL HOTELS, MERCURE SEESTERN, NOVOTEL, SWISSOTEL. Find out more details on the website at www.gallery-shoes.com.



Shuttles

Gallery SHOES express shuttles will be running regularly throughout the event. The meeting points are:

- City hotspots – Areal Böhler
- Our partner hotels – Areal Böhler
- External parking space at Löricker Deich 285 – Areal Böhler

Services

- Wi-Fi in all halls and on the grounds of the Areal Böhler
- Your 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 2018

- Gallery SHOES 11-13 March 2018
- Gallery SHOES 2-4 September 2018

Press accreditation before the tradeshow: <http://gallery-shoes.com/accreditation/>

Düsseldorf, January 2018

All activities of the IGEDO Company:
Further information about Gallery SHOES Düsseldorf:

www.igedo.com
www.gallery-shoes.com

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