



## Gallery SHOES

International Tradeshow for Shoes & Accessories

10–12 March 2019

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### Preview of edition N°4

- ✓ **Over 500 brands from more than 20 countries (around 65% international and around 35% national)**
- ✓ **Around 9,800 professional visitors (around 75% national and around 25% international) expected to attend once again**

*“Gallery SHOES is well established on the market and a firm fixture on the international tradeshow calendar. It is a key date for the industry with a format that provides an inspiring blueprint. The attraction of the gallery-like vibe of the Areal Böhler is one thing, but persuading the exhibitors to present themselves in a completely new way was another. Today we are seeing that not only were our specifications accepted but they have also given the shoe business a new lease of life and brought a breath of fresh air to the European shoe fair scene. This image transformation was necessary and is also showing shoe retailers what change at a tradeshow can look like.”*

**Ulrike Kähler**

Managing Director of Igedo Company  
Project Director of Gallery & Gallery SHOES

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## **New digital services**

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At the upcoming edition, the registration process in particular will be surprising visitors with a number of new digital updates: new visitor software is making it possible for online admission tickets to be saved in the Wallet app. And the typical counters in the entrance area will be replaced by new, modern digital registration columns that will facilitate communication and break down barriers. International visitors, who are currently being addressed via postal mailings and, in various countries, also being encouraged to attend by associations and overseas representatives, can look forward to a multilingual team at the new columns in the main entrance, who will be ensuring that they receive the best possible welcome and customer service. Technical updates are even being made at the shuttle points and inside the shuttles to Gallery SHOES themselves: visitors can also register digitally from the shuttles using a code, ensuring easy, fast and state-of-the-art access to the event. These are all upgrades that are significantly bringing the services and image of Gallery SHOES in line with international standards.

## **Fashion vibes**

Newly created for the previous edition, the Fashion Lifestyle Corner with its own catwalk is now an integral part of the fair, referencing the presentation of fashion rounding off the shoe ranges at Gallery SHOES as well as the general interplay of fashion and shoes at the four Igedo tradeshow dates each year. For the upcoming edition, *Marc Cain* will once again be the main catwalk partner. The top brand's fashions will be combined with their own shoe trends as well as with styles from other brands. "For us, fashion and shoes are inseparable. The catwalk is like a microcosmos representing the expertise of our sister tradeshow formats, which are increasingly growing closer together due to the convenient dates. 45% of the professional buyers attending fashion fair Gallery earlier in the season came specifically to view and order shoes, bags, leather goods, jewellery and accessories," sums up Ulrike Kähler.



## Zones & brands

The COMFORT Zone at Gallery SHOES is becoming equally as important as PREMIUM, CONTEMPORARY, URBAN, KIDS' and ACCESSORIES. Brands exhibiting here include Berkemann with *Solidus*, *BOnova Schuh*, *Carl Semler*, *Christian Dietz*, *Fidelio*, *Florett*, *Ganter*, *Giesswein*, *Grünwald Schuhe*, *Hartjes*, *Hickersberger Kräuterschuhe*, *Igi&Co*, *Jomos*, *Joya*, *Meisi*, *MOBILS ergonomic*, *PieSanto*, *Ströber Bequemschuhe*, *Stuppy*, *Theresia M.*, *Waldi Schuhfabrik* with *Finn Comfort* and *1885 styled by Berkemann*. Newcomer exhibitors include Austrian brand *Living Kitzbühel*, *Walter Flex* from Portugal and Danish label *Probody Medical*.

PREMIUM will be home to strong German brands like *ASH*, *Heinrich Dinkelacker* and *Karl Lagerfeld*. Plus: *Crime London*, *Fabi* and *Strategia* from Italy, *Greve* from the Netherlands, *RAS*, *Zinda* and, for the first time, also *Pedro Garcia* from Spain.

The list of CONTEMPORARY exhibitors includes *Mephisto* from France, *Digel - The Menswear Concept*, *Gordon & Bros* and *Marc O'Polo* from Germany, *Donna Carolina*, *Galizio Torresi* and *Nero Giardini* from Italy, *Ilse Jacobsen* from Denmark and *Umber Shoes* from Spain. A comeback with cult status: the legendary *Moon Boots*. The sheepskin boots from Australian label *Warmbat* and shoes from Austria by *Dachstein* will also be returning.

The focus in the URBAN segment will be on well-known brands and trendsetters like *Hobo Shoes* and *Replay* from Germany, *Apple of Eden* from Portugal, *Panama Jack* and *Sendra Boots* from Spain, *Ten Points* from Sweden, *Steve Madden* from the USA and *Antonio Morato* and *A.S.98* from Italy.



And the KIDS' segment will be welcoming successful brands like *Anna und Paul*, *Bo-Bell*, *Bundgaard*, *Clic!*, *Rooskickx by KangaROOS*, *Steiff*, *Tommy Hilfiger*, and *Verdecchia*. Plus: Agency Falc with the brands *Affenzahn*, *Falcotto*, *Froddo*, *Moschino Baby Kid Teen*, *Naturino*, and *W6YZ*. Plus: J.H. van Hilst with *HIP Shoe Style + Pinocchio*, *Lowa* and *Primigi*. P.J. Klerx en Zonen with *Develab* and *Red-Rag boys & girls*, as well as *Unisa*. The list of new additions includes *SHO.E.B.76* from Italy, *Humeau - Beaupreau with Bopy and Meduse* from France, *Tomm Shoes* from Poland and German kids' label *Playshoes*.

### **Upcoming Gallery SHOES dates for 2019:**

10-12 March 2019

1-3 September 2019

Düsseldorf, 14 December 2018

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

[www.igedo.com](http://www.igedo.com)  
[www.gallery-shoes.com](http://www.gallery-shoes.com)

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