



Gallery SHOES

International Tradeshow for Shoes & Accessories

1-3 September 2019

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Preview of edition N°5

Gallery SHOES leads ranking in '2019 TW Ladies' Shoes Image Analysis'

- **1st place in 'Informative tradeshows' category**
- **4th place in 'Sources of information' category**

In the 'Imageanalyse Damenschuhe 2019' (2019 Ladies' Shoes Image Analysis) by German magazine TextilWirtschaft, Gallery SHOES came first in the 'Informative tradeshows' category. The specialised Düsseldorf tradeshow is regarded as the most important information platform when it comes to "the suppliers and fashion developments in women's footwear". This means it ranks ahead of German association events and international/national trade fairs. In terms of general sources of information which, in addition to tradeshows, also include trade journals and other media, Gallery SHOES came in at fourth place in the '2019 Ladies' Shoes Image Analysis' after order centres/showrooms and the magazines TextilWirtschaft and Schuhkurier.

"For us this is another well-founded, impartial confirmation from the industry, which we are very pleased about as it reflects what we have been experiencing. On the basis of the '2019 Image Analysis of Ladies' Shoes' by TextilWirtschaft magazine, this positioning has a special significance that further boosts the confidence of European shoe business in our event,"

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summarises Ulrike Kähler, Project Director and Managing Director of Igedo Company. As a reflection of this success, the new season is already looking very promising with the event at full capacity, including a new lightweight construction to accommodate the KIDS' zone.

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Changes to hall layouts

“To make the most of the Areal Böhler’s structures, we have further optimised the hall plans,” sums up Ulrike Kähler, Managing Director of IGEDO Company and responsible Project Director:

In September, visitors will find the new Entrance I in the ‘Altes Kesselhaus’ in combination with the main catering area. An open forecourt is being created at Entrance II, which is located between the ‘Blankstahlhalle’, ‘Edelstahlhalle’, ‘Alte Federnfabrik’ and ‘Glühofenhalle’. This new forecourt will serve as a meeting point and creates a direct link to the ‘Alte Schmiedehallen’. Via Entrance III, visitors can reach the ‘Halle am Wasserturm’, the ‘Kaltstahlhalle’ and the ‘Alte Schmiedehallen’.

The KIDS’ zone is moving into a new, additional lightweight construction. This move underlines the importance of the children’s shoe segment for Gallery SHOES: close to Entrance I and the large catering zone at the ‘Altes Kesselhaus’.

“This will not only create a new vibe for the visitors, but overall more space for CONTEMPORARY and URBAN. These further developments are also benefitting the KIDS’ and COMFORT zones. Both segments are integral parts of the Gallery SHOES USP. And we are dedicating our full attention to both areas. The KIDS’ zone will be located in a new hall in a new area at the venue: as an even more present, light-flooded microcosmos, which could be its own stand-alone event. We are also enhancing the COMFORT area with a new, separate



entrance that will emphasise the presence of this segment at the Areal Böhler even further,” continues Ulrike Kähler.

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Fashion show news

The fashion show concept of Gallery SHOES is being further enhanced. In addition to the brand show from the last two seasons featuring well-known brands like *Marc Cain*, in September there will also be a ‘Gallery SHOES Selected Show’ for the first time. In this mixed show, numerous exhibitors from the different zones of Gallery SHOES will be presenting their new products for spring/summer 2020. And Igedo Fashion Director Alexander Radermacher will be responsible for styling the matching outfits.

A first look at the exhibiting brands

CONTEMPORARY ZONE

CONTEMPORARY brands exhibiting once again in the ‘Halle am Wasserturm’, ‘Alte Schmiedehallen’ and ‘Blankstahlhalle’ and include *Alma en Pena*, *Alpe Woman Shoes*, *Brunate*, *Bullboxer*, *CaféNoir*, *Gordon & Bros*, *Mephisto*, *NOCLAIM*, *Sioux*, *Thierry Rabotin* and *Vagabond*. New additions for September 2019 include *Angel Alarcón* from Spain and *Bianco Footwear* from Denmark, *Franco Ballin* from Switzerland, *Elisa Lanci* from Italy and *Softclox* from Germany.



URBAN ZONE

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Brands returning to the URBAN zone in the 'Alte Schmiedehallen' and 'Edelstahlhalle' include *AMBITIOUS*, *Arkk Copenhagen*, *John W. Shoes*, *KangaROOS*, *PANAMA JACK*, *Sendra Boots*, *Steve Madden*, *Superga* and *Woden*. *Thea Mika*, *Palladium*, *Teva*, *Toms* and *Tretorn* are just some of the first-time exhibitors to Gallery SHOES.

PREMIUM ZONE

Barracuda, *Bikkembergs*, *Castaner*, *Garment Project*, *Karl Lagerfeld*, *Marc Cain*, *Strategia*, *Voile Blanche* and *Womsh* will also be represented at the next Gallery SHOES in the 'Kaltstahlhalle'. Newcomers include *Alexander Smith*, *Dragon Diffusion* from Belgium and *PROSPERINE* from Italy, *ROOBIN'S* and *Primeboots* from Spain, as well as *Hunter Boots*.

KIDS' ZONE

In the new home of the KIDS' zone, the 'Rohstahlhalle', around 40 brands will be represented, including *Affenzahn*, *Bundgaard*, *clic!*, *Froddo*, *Naturino*, *Primigi* and *ROOSKICKX* by *KangaROOS*, *Tommy Hilfiger Kids*, *Unisa* and *Voile Blanche*. In total, there will be another 60 international children's collections showcased at Gallery SHOES as part of overall brand presentations throughout the various halls and segments. These include *Blundstone*, *Clarks Shoes*, *Les Tropeziennes par M. Belarbi*, *Pretty Balerinas* or *Superga*. Among the new additions are *Le Nordic* and *Levis Kids*. And kids' shoe label *Pom Pom* is among the returning visitors.



COMFORT ZONE

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Brands exhibiting once again in the Comfort zone in the 'Alte Federnfabrik' include *Barth Schuhbandl*, *Berkemann*, *Carl Semler*, *Finn Comfort by Waldi Schuhfabrik*, *GANTER* and *Stuppy*.

And once again, Gallery SHOES will be rounded off by an exciting and informative line-up of accompanying events with talks by companies such as Scalerion, trend forecasts like the TW Orderinformation and press conferences like the one by the HDS/L German Federal Association of the Footwear and Leather Goods Industry. Additional information will be following soon.

Upcoming dates of Gallery SHOES:

1-3 September 2019

8-10 March 2020

Düsseldorf, 17 June 2019

All activities of the IGEDO Company:

www.igedo.com

Further information about Gallery SHOES Düsseldorf:

www.gallery-shoes.com

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