

SHOES

DÜSSELDORF
SEE & ORDER BY IGEDO COMPANY

28|29|30
August 2022

Press Release

GOOD VIBES AT SHOES DÜSSELDORF

Good mood. Good climate.

From 28 – 30 August the Who is Who of the sector met at **SHOES DÜSSELDORF** at Areal Böhler. The most relevant shoe order event for the medium and high-end segments has confirmed its importance once again. Numerous buyers not only from Germany but also from the neighbouring countries Austria, Switzerland and Benelux as well as Southern Europe travelled to Düsseldorf to place their orders for Spring/Summer 2023.

The footwear world at home in Düsseldorf. The presence of over 600 German and international brands including 130 newcomers, reflects how highly coveted **SHOES DÜSSELDORF** is. The appealingly curated ranges and the Areal Böhler's open-plan, pleasant atmosphere is received very well by both exhibitors and visitors. Beyond ordering **SHOES DÜSSELDORF** is about information, inspiration and, last but not least, the long-lost face-to-face exchange with colleagues. In bright sunshine the Outdoor Area with its catering and chilling points proved a popular meeting point for retailers and exhibitors. "We do our utmost to make people feel at home when attending **SHOES DÜSSELDORF**; and this basic well-being "background" feeling was clearly felt on all days of the trade show. Inside the halls and also during the After Work Sundowner on Sunday evening," rejoices trade show boss Ulrike Kähler. Service is always key at **SHOES DÜSSELDORF**: the free shuttle limos connecting the trade show with the city-centre hotels and showrooms, were just as well received as the "Free Fusion Water Points" in the entrance areas due to the mid-summer temperatures.

Facts. Fashion. Festival. Fashion entices with colours and femininity. The trend towards more dressed-up, polished looks call for new footwear. For men and women. Beyond sneakers loafers go down well with buyers. More refined sandals and also more heels feature in the order books for the women's segment. Also in focus at **SHOES DÜSSELDORF**: sustainability with all its facets from manufacturing to the product and displaying it at the POS. Inspiration galore for orders but also many ideas for looking beyond one's own backyard again came care of the high-class accompanying programme with exciting talks and trend lectures. Add to this the concrete facts and figures for the sector shared during the traditional HDS/L Press Conference on Monday morning. Serving as the glamorous highlight of the trade show was the presentation of the Schuhkurier Awards to the beaming winners Ricosta and The Wants Shoes.

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Next stop-over on the Rhine for the fashion community: 28 – 30 January at **FASHN ROOMS** with a premiere. The Düsseldorf fashion show with associated Showroom Concept will be extended to include the sustainability-centred trade fair **NEONYT**. With immediate effect the Igedo Company will take over the complete operational planning and realization of **NEONYT** licensed by Messe Frankfurt Exhibition GmbH for the location Düsseldorf.

See you all in 2023!

All activities of the Igedo Company:

Further information about the **FASHN ROOMS**

Further information about the **DÜSSELDORF**

Further information about the **NEONYT**

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