



5 – 7 March 2023

## Press Release

### **SHOES DÜSSELDORF consolidates its position on the market**

#### **More visitors from Germany and abroad**

A lively ambience, positive mood and more openness towards new trends characterised the course of **SHOES DÜSSELDORF**, which took place at Areal Böhler from 5 – 7 March. Exhibitors and visitors alike confirmed the relevance of the industry event for the German market and beyond. The trade show also registered more international traffic than at its previous year’s edition. Next to buyers from the neighbouring countries, including above all Benelux and Austria, retailers also travelled to Düsseldorf from Italy, Canada, Palestine, Portugal, Scandinavia, Turkey and Ukraine, to name but a few countries, to place their orders for Autumn/Winter 2023/24.

The stylish, open-plan atmosphere of Areal Böhler as well as the carefully curated ranges of 590 brands in total (of these 75% from abroad again this time) meets with a positive response among exhibitors and visitors. “**SHOES DÜSSELDORF** is by far the most beautiful trade show of them all”, states Sylvia Klemens of Waldläufer, speaking on behalf of many of her colleagues.

#### **MOVE ON: Go, look, buy!**

In addition to the line-up of high-fashion and high-quality shoes for women, men and children, buyers also appreciate the possibility at **SHOES DÜSSELDORF** to find and order complementing products, such as accessories and fashion it pieces for their stores. “The outfit idea is centre stage here. We view it as our task to give footwear retailers ideas of how to further upgrade and emotionalise their stores by means of fashion and accessories”, says Igedo Director Ulrike Kähler, summing up the brief for a successful trade show. The motto, “Move on”, is taken literally. “We are not standing still either. We constantly evolve – with the aim of offering retail a curated line-up of ranges and a perfect place for orders, communication and networking”, says Ulrike Kähler. In all of this individuality is key: the many small, openly designed stands invite visitors to discover new labels. Innovation and inspiration also featured in the “Kids Corner”, which was designed like a concept store in cooperation with the organiser Squares.

# SHOES

DÜSSELDORF  
SEE & ORDER BY IGEDO EXHIBITIONS

The trade show's media events also met with a positive response: be it trend lectures, the HDS/L press conference or the presentation of the HDS/L Junior Award 2023 to two creative designers from the shoe city of Pirmasens – at **SHOES DÜSSELDORF** industry and media representatives of distinction get together.

Last but not least the dates of **SHOES DÜSSELDORF** are perfect. "We will also stick to these in future," affirms Ulrike Kähler. The next edition of **SHOES DÜSSELDORF** will be held at Areal Böhler from 27 – 29 August 2023.

## DATES

**FASHN ROOMS**  
Showroom Concept

**22 to 24 July 2023**  
**20 to 24 July 2023**

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**22 to 24 July 2023**

**SHOES DÜSSELDORF**

**27 to 29 August 2023**

Activities of IGEDO EXHIBITIONS:

[igedo.com](https://igedo.com)

More information on **FASHN ROOMS**

[fashn-rooms.com](https://fashn-rooms.com)

More information on **SHOES DÜSSELDORF**

[shoes-duesseldorf.com](https://shoes-duesseldorf.com)

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[neonyt-duesseldorf.com](https://neonyt-duesseldorf.com)

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