

SHOES

DÜSSELDORF
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3 – 5 March 2024

Press Release

Innovative Networking at SHOES DÜSSELDORF

On Sunday, the first day of **SHOES DÜSSELDORF**, the sun was already shining early in the morning and temperatures promised a spring-like start with great potential.

The city centre was also bustling with activity on the streets and in the showrooms and stores. This continued from midday onwards in the halls of the Areal Böhler venue.

“We have used the event days intensively to capture the moods and enter into conversations with exhibiting companies as well as trade visitors. Despite all the prophecies of doom, contrary opinions, doubts and pessimistic voices in the run-up to the event, work was productive, and attendees communicated with each other,” says Managing Director Ulrike Kähler.

“We are very satisfied with the footfall, quality and propensity to order at the trade show. To us Düsseldorf remains a key platform for exchange with our customers. We invest a lot in our participation to make our brand experienceable and to set ourselves apart positively from many other exhibitors who increasingly pursue a low-cost approach for their trade show appearances. Retailers have rewarded our efforts with a strong increase in A/W order intake.” (Lewin Berner, Managing Partner / CEO Sioux Holding)

On a positive note, not only retailers from Germany but also from abroad - Canada and the Nordics, for example - travelled to Düsseldorf.

“My team and I are actively driving continuous growth, acting in line with market developments and developing **SHOES DÜSSELDORF** further,” adds the trade show boss and goes on to say “However, appreciation and open communication are key here, too, because a trade show is always a joint venture of all actors involved.”

Igedo Exhibitions encouraged exhibitors to prompt their customers to visit the show by organizing their own small-scale highlight events. Numerous brands followed suit and offered keynote speeches, happy-hour drinks or designer talks. Under the motto “Work, Talk & Community” numerous events on current topics, trend and order information lectures as well as awards were presented on **THE STAGE**. The stage was located at the centre of the hall for the first time, which markedly increased listeners’ turnout.

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Another premiere: **SHOES DÜSSELDORF** hosted the **DESIGN POP-UP MARKET** at ›Kaltstahlhalle‹ for the first time. This carefully curated “marketplace” allowed visitors to buy their favourite products exhibited by innovative brands from the regional design community on site and make use of a professional photo shoot.

More brands than ever have signalled their intention to come back to Düsseldorf for the summer event! The increased percentage of international exhibitors shows just how important Düsseldorf – located so close to the DACH and Benelux markets – is and will remain especially for the manufacturers and designers from Southern Europe. Reason enough for Igedo Exhibitions to already announce the 2025 spring and autumn dates during the runtime of this **SHOES DÜSSELDORF** edition.

DATES

FASHN ROOMS
Showroom Concept

27 to 29 July 2024
26 to 29 July 2024

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27 to 29 July 2024

SHOES DÜSSELDORF

1 to 3 September 2024

SHOES DÜSSELDORF

23 to 25 February 2025

SHOES DÜSSELDORF

24 to 26 August 2025

More information on:

Activities of **IGEDO EXHIBITIONS**:

igedo.com

More information on **FASHN ROOMS**

fashn-rooms.com

More information on **SHOES DÜSSELDORF**

shoes-duesseldorf.com

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