

**GDS WHETS THE APPETITE FOR THE NEW SEASON**



- Retailers interested in new looks
- High visitor satisfaction at GDS
- Over 160 bloggers in “shoe fever”
- Premiere of Düsseldorf Fashion Sourcing at tag it!
- OUT OF THE BOX makes Düsseldorf the “shoe capital”

Trends, background information and inspirations – for three days retailers from all over the world were given concentrated information on shoes and accessories for the 2016 Spring/Summer season in Düsseldorf. At GDS alone 900 brands presented their collections. Add to this, 233 exhibitors at the concurrently held tag it! - The Private Label Show for Shoes & Accessories.



**Retailers interested in New Looks**

The high-calibre retailers visiting GDS took a particular interest in exhibitors’ new looks. At the forefront of these looks is the Hippie look – leather in warm tones and clogs in wood. Moccasins, espadrilles and Roman sandals will also be a key fashion theme next summer.



It is with the aim of identifying such tendencies early on that retailers visit GDS – as is also confirmed by market research: 80% of polled visitors said they used GDS as a source of information so as to enter the new season well-prepared. With this statement they are also underscoring the trade show’s importance as a leading event. Retail opinion leaders also attach great importance to

exchanging with the industry. One in two retailers uses GDS to make targeted contacts and network.

Using GDS primarily to gather information and to place orders right away nevertheless, is not a contradiction in terms: two thirds of the buyers polled took their purchasing decisions right on site. And needs-based purchasing is obviously becoming more important – 39% of visitors placed orders for immediate delivery.

61% of visitors welcomed the accessories ranges, which had been extended as part of the new concept, and obtained targeted information about these collections.

### High Visitors Satisfaction at GDS

Good news for both trade show organisers and exhibitors: visitor satisfaction was very high at 93%. The attendance figure of some 15,000 visitors, however, was rated in a differentiated manner by Werner Matthias Dornscheidt, President and CEO of Messe Düsseldorf. He said: “We have welcomed exactly the same number of visitors as one year ago and our exhibitors have reported avid interest in their collections. You can feel that the retailers who attend GDS use it proactively as an information platform – in terms of content the developments are very positive. After the positive response in the press for the past two events, however, I would have liked to see the same trend for visitor attendance, too.”



The summary by Kirstin Deutmoser, Director der GDS, is also divided: “Needless to say we are pleased with exhibitors’ praise and the very high visitor satisfaction. This cannot blind us to the fact though that the general “footfall” is not sufficient to satisfy all exhibitors. We are getting an extremely positive feedback from the retailers who were here – it’s just a shame there were not more of them coming.”





One reason for the high visitor satisfaction is not only the diversity of brands exhibited at GDS but also the multi-faceted trend inspirations provided. Exciting impulses were generated by the various catwalk shows at GDS and the project presentations of 20 international Design Trend-setters, the Polish HUSH Warsaw designers and the Portuguese Young Talents.

However, GDS provided retailers not only with input for new collections. The GDS Trend Spots also offered possibilities for physical retailers to

stand out from the competitors with creative merchandise display.

While Forum Touch centred on novel and innovative materials, in particular, the Highlight-Route provided a sneak peek of the future: under the heading “Digital Craft” various 3D technologies were presented and covered by several TV teams right away.



### **Over 160 bloggers reported about Shoes**

Next to GDS testimonial blogger Nina Schwichtenberg of “Fashioncarpet” over 160 fashion bloggers had come to GDS on Friday to discover the latest footwear trends and to visit the Fashion-BloggerCafé “shoedition” operated in cooperation with Styleranking. A special highlight on the 3rd trade show day was the Blogger Runway Show. Here five fashion bloggers staged the latest show trends from five partner labels.

### **Premiere of Düsseldorf Fashion Sourcing at tag it!**

One in four visitors to GDS also took an interest in the sourcing trade show tag it!. This was extended to include apparel in the same halls for the first time. The organiser Chinatex Advertising & Exhibition (CTEC) additionally presented 110 selected producers and suppliers of textiles from all over the world under the heading “Düsseldorf Fashion Sourcing” (DFS).



### Schuhkurier Awards presented

The first day of the trade show closed with a highlight for invited guests. schuhkurier invited the leading figures in the industry to the K21 Ständehaus museum and presented its coveted awards there. The evening culminated in the recognition of Horst Wortmann for his lifetime achievement.

### OUT OF THE BOX makes Düsseldorf the Shoe Capital

Friday, 31 July saw the second OUT OF THE BOX Festival for Shoes and Accessories take place with the GDS summer edition. From the afternoon visitors were invited to take part in exciting events in the public space. The runway show of 14 Brazilian trend labels injected a summer breeze into Düsseldorf. And on Schadowplatz shoe manufacturer Ara gave a foretaste of the trends for the coming Autumn/Winter season. Here the highlight was Deichmann's first "High Heel Run" on Graf-Adolf-Platz - hosted by TV presenter Peyman Amin – where stiletto fans had to race. Proving particular eye-catchers this year were larger than-life shoe styles in the city. Many stores capitalised on the shoe festival for special activities and bargains – to the delight of their shoppers. In the late afternoon the big After-Shoe Party for all Festival and trade show visitors started at Dr. Thompsons Club.

The next editions of GDS and tag it! will be held from 10 to 12 February 2016 and in late July 2016.



*Textination*