

POSITIVE MOOD AT THE FOOTWEAR-TRADE SHOW GDS IN DUESSELDORF


At the GDS – International Event for Shoes and Accessories over 879 exhibitors from 38 countries presented from 05 - 07 September the opportunity to order the new footwear and accessories of the Spring/Summer Season 2013, restock on Fall/Winter as well as expanding their stock.

Moreover additional 360 exhibitors could be found at the Global Shoes Show, which took place at the same fairgrounds. The Trade Shows were attended by over 22,500 visitors in these 3 days, of which half came from overseas.

“For us, the GDS is one of the most important Trade Shows of the footwear industry. It improves our image and retailers order here” explains Bobo Passirani, Commercial director of the label Tosca Blu, which has been an exhibitor at the GDS for many seasons. Even if big Key-Account Customers of many exhibitors already placed their orders before the GDS, the importance of the Trade Show has not been diminished. Especially small retailers use the Trade Show for writing” tells us Astrid Gogl, Area Manager of Mexx footwear.



About half of the visitors came from overseas, together from more than 100 different countries. The GDS often serves as a leading show for fashion outfitters, since footwear is gaining in importance as an extension of the product range in the fashion segment.

The nationwide strike of the German flight attendants union UFO on the last day of the Trade Show caused the cancellation of over 141 connections to and from Düsseldorf and not only made leaving for the exhibitors more difficult, but also prevented the many retailers from getting informed on the GDS. “It’s regrettable, that this caused many business opportunities to remain unused, but instead it was pleasant to see the amount of key-decision makers attending the GDS remained high”, explained Werner Matthias Dornscheidt.



The importance of the Trade Show reflects in the number of visitors: in comparison to the prior year, the GDS registered an one percent increase in exhibitors. These stable numbers are not taken for granted, as Werner-Matthias Dornscheidt, head of the board of executives of Messe Duesseldorf explained: “The current uncertainty in the Euro area and the special economic situation in Southern Europe doesn’t leave the footwear industry unaffected. So we’re even happier to have received an increase in exhibitors.”

Especially the interest of the children’s footwear manufacturers at the GDS has increased. In comparison to the prior year, 16 percent more exhibitors attended the Trade Show. For many especially attractive: Besides the opportunity for the children’s collections to present themselves alongside the adult collections, as brands like Napapijri, Pepe Jeans Footwear or Polo Ralph Lauren Kids prefer, the GDS introduced a new Kidswalk with new brands like Atlanta Mocassins Kids, GBB, Mitik Children Shoes, Petit Nord and Venettini.



The amount of premium brands at the GDS rose about 4 percent. Newly present were brands like BB washed by Bruno Bordese, Civic Duty, Coach, Kalliste, La Bottega Di Lisa, McQ by Alexander Mc Queen, Rachel Zoe, Silent People, Versus as well as Visconti & du Rèau. Kirstin Deutelmoser, Director of the GDS and Global Shoes was happy about the positive development: Retail was able to get inspired by luxury brands like Vivienne Westwood or a cool brand of Sneakers like Ishikawa, while other exhibitors and brands could convince with other emphasis.





In this spirit, Snipe presented on Wednesday the Snipe100, a well-kept company secret, as the first traditional manufactured leather shoe, being 100 percent bio-degradable. Estimates expect 23 billion pair of shoe-trash by 2015, what inspired company founder Ernest Sgarra to this idea. To prove the bio-degradability, the Snipe100 had been buried in January of this year, during a smaller presentation for the trade press. Now the shoe has been unveiled the first time with celebrity support of Star-chef Tim Mälzer, which was quite convicted by the concept auf the biodegradable shoe: “We throw away too much and too

fast”.

Besides Tim Mälzer, we met quite a few more celebrities at the Trade Show: Bonnie Strange, as a model for the opening ceremony – and actress Julia Dietze. Nina Bott was for ART at the GDS and while extreme athlete Joey Kelly explained, why the new running-sole “Bergal Flex 77” improves one’s flexibility, achieved Daniela Katzenberger’s Romika-Collection despite highest heels, a well-received performance.

“Together with our exhibitors we achieved our goal of putting footwear back onto the radar of the media. We are the only Trade Show for Footwear that also organizes Fashion Shows, which puts footwear into the center of attention on television just as fast as clothing during a Fashion Week. This is helps the whole footwear industry”, ascertains us Kirsten Deutelmoser.



The next GDS International Event for Shoes & Accessories and Global Shoes will be on 13 - 15 March 2013.

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