

From High Fashion to Classic: Düsseldorf Shoe Fair GDS/GLS

“The conceptual changes initiated over the past few seasons are now starting to pay off. Düsseldorf has become a firm fixture for the shoe industry again,” explained Frank Hartmann, Executive Director for GDS/GLS at Messe Düsseldorf, in his statement delivered at the opening press conference. “Both industry and retail have understood that GDS/GLS is gaining increasing importance, especially for the North and Central European market. Here they can entirely attend to their business in a professional atmosphere.”

Kids Area to sharpen its profile:

March will see the Kids area welcome two prominent newcomers: incorporating the brands Diesel Kids and Unisa the area will provide a representative cross-section of children’s shoe market.

The concept of mixing individual brand stands with the Kidwalk section and enhancing the buying experience with the Kids’ Business Brunch (a panel discussion covering ever new market-relevant subjects) has gone down well with both exhibitors and visitors alike.

The title of the next Kids’ Business Brunch reads: ‘Kids as Shopping Decision-Makers – What Role do Children Play in Purchasing-Decisions? Are they Influencers, Motivators or Decision-Makers?’. Brands such as Chérie, Falc, Legero, Primigi, Richter and Ricosta in the Kids area as well as Camper for Kids and Time in the kidwalk Area will be represented once more this time.

Information ‘unplugged’:

A key USP of GDS/GLS is the programme of side events that is rated very highly by visitors and exhibitors alike. Specialist shoe retailers with a very high demand for information particularly welcome the numerous events and trend information workshops designed for assured ordering. The trend and fashion competence of GDS/GLS has become a decisive criterion for participation at the fair.

The highprofile and sector-oriented accompanying programme encompasses trend lectures, product-centred workshops and roundtables, the TrendVision display zone and various fashion shows ranging from the Upper Style Show and the Trend Show to Young Fashion staging footwear trends with the matching complete outfits.

“Trade buyers will find this combination of information and extensive merchandise ranges at scarcely any other shoe fair. GDS/GLS is the only fair in Europe to give buyers assurance for their orders by means of peripheral events thereby optimally preparing retailers for the next season,” Kirstin Deutelmoser went on to explain.

GLS – International Event for Leather Goods & More:

Complementing the ranges at GDS, GLS once again presents selected ranges of high-fashion leather accessories including bags, belts and gloves. The leather goods and accessories fair is themed to slot in with the ranges on display at GDS and continues to focus on the quality of participants.

In addition to attractive new exhibitors in the Premium Area like Gambini, Chaingang, Gem Kingdom, Lua Accessoires and Elf Craft the middling price segment features new brands such as Emma Slr with the line VIKI, NKCompany, and Gabs. Based on the “German Bag Designer” project the designer-centred area ‘the pulse’ will be extended to include bags, leather accessories, jewellery and shoes from international designers.

Global shoes & accessories:

Since March 2007 global shoes & accessories has been pitched as an independent shoe and leather goods fair to cover a wide variety of value-for-money ranges for the mainstream market. global shoes is held concurrently with GDS/GLS but in separate exhibition halls. To further secure the quality-based pre-selection for the next event the ranges were subjected to even stricter selection and streamlining that has entailed a 9% drop in exhibitor numbers.

The shoe fair trio GDS/GLS and global shoes runs from 14 to 16 March 2008 at the Düsseldorf Exhibition Centre. The Exhibitors' Catalogue is available on the Internet as from now

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