

150th ILM in Offenbach: A really good fair!

February 2019

Greater internationality among exhibitors and visitors

Increasing demand for dialogue: Innovative concepts and strategies sought

More exciting products and presentations

The ILM has once again confirmed its leading role as the top international trade fair in the bag, accessory and luggage segment. The success of the 150th fair, held in Offenbach from 16 to 18 February 2019, was reflected in the stable number of visitors. "The fair went very well. We are pleased to report a marked increase in visitors from abroad as well as many new customers who visited the ILM for the first time", summarised Arnd Hinrich Kappe, managing director of Messe Offenbach after three days of lively ordering. Apart from the DACH region and Europe, there were also a lot of buyers from overseas, Asia and Africa at the ILM.

There was a lot of hard work done on all three days in Offenbach. Apart from being an orders platform for the 2019/20 season, the fair is first and foremost a place for communication. New strategies and innovative concepts for addressing customers were the focus of meetings between trade and industry. The ILM's extended framework programme also aimed to promote direct personal contact between exhibitors and buyers. "Especially in this age of digitalisation, personal exchange is enormously important. At the ILM, we offer the perfect platform for the players in the segment to get together", said Arnd Hinrich Kappe. Whether it was the chill-out party or the casual get-together in the trade fair foyer on Sunday evening - everyone came along to the after-work events to chat to their colleagues and customers in a relaxed atmosphere and meet new people.

Inspiration at all levels

Trend presentations, fashion shows and inspiring talks offered dealers at the ILM lots of new ideas and useful tips in connection with placing orders and the central topic of customer loyalty. Inspiration on the floor, too: There was a lot of demand from buyers for attractive product presentations, new merchandising ideas as well as concrete proposals for exciting customer events and they were not disappointed. "The skilful combination of the digital and analogue worlds is a huge topic. Georg Picard from the company of the same name commented: "We sense that our social media activities are taking hold and that customers are increasingly rewarding us." "No story - no glory", was the message from Jens Winterbauer of the sustainable Label Stuff Maker, "Products are successful when they tell stories. We have to reach out to the customer - both here at the trade fair and in the shop!" Whether it's function,

sustainability or heritage - products that can do something or have an interesting background are ideal for engaging customers in conversation and generate more sales, especially in stationary retail.

Innovative products sought

Function and fashion. When choosing products, added value plays an important role in addition to an attractive appearance. Lightness is the central argument for luggage. Smaller formats, carry-on cases, for example, were in great demand because of the current popularity of short breaks. Smaller formats are also in fashion for new bags: "Boxy bags with link chains sell very well, especially in colour", commented Constanze Alef, who was at the fair with Seidenfelt and FREDsBRUDER. Larger, functional formats and neutral colours are in demand in the women's business bags segment. That good, stylish design and function are not mutually exclusive was demonstrated by the Belgian newcomer KAAI, for example, who was delighted at the positive response every day.

There were a lot of innovations in the accessories segment for the textile and shoe trade: Practical mobile phone cases are the must-have of the digital age. The high-quality Frankfurt brand BGents demonstrated how to get men enthusiastic about accessories. At the ILM, the label presented the entire world of men's accessories from a single source and hopes to create more excitement with this concept.

In short: The 150th ILM keeps up its successful track record and continues to expand its leading position. All the well-known international brands from the bag, accessory and luggage segment are represented under one roof in Offenbach. Exhibitors and buyers appreciate the clear, transparent concept of the event. "Thanks to the short distances and open stands, dealers can work efficiently and order systematically. Our recipe for success as a reliable and international working fair has been confirmed once again", commented a very pleased Arnd Hinrich Kappe. Reliability also means reliable and timely planning. The next ILM will be held from 7 - 9 September 2019 in Offenbach. One of the highlights of the forthcoming ILM Summer Styles will be the ILM Awards in various categories.

Photos can be downloaded over the website: <http://www.ilm-offenbach.de/presse/>

<http://www.ilm-offenbach.de/presse/>

Weitere Informationen unter:

Messe Offenbach GmbH
Melita Mindermann
Kaiserstraße 108-112
D-63065 Offenbach a.M.

Tel.: + 49 69 82 97 55 15
Fax: + 49 69 82 97 55 60
presse@messe-offenbach.de
www.messe-offenbach.de