

Voices from the ILM Winter Styles

After three days of intensive ordering, exhibitors and visitors draw a positive conclusion. The 150th ILM was a very good fair. People were looking for innovations, new concepts and exciting products. A mood of optimism prevails in the sector.

"This is our first time at the ILM and we are very satisfied. The stand, position and service are super. We feel very comfortable at the ILM. Our product, business bags for women which are stylish but functional and practical at the same time, catches the spirit of the times."

Helga Meersmans, KAAI

"Being here is good for the Roeckl brand. We made fixed appointments with our existing customers at the ILM, but we also reach new international customers here. Sunday in particular was very busy. We are very pleased that we found such a good place at the ILM."

Klaus Wurmseder, ROECKL

"We originally come from the textile sector, but at the ILM we mainly offer sustainable sneakers and backpacks. Interest in such products that require explanation is growing. We show dealers that sustainability can also be stylish. Ecology and economy is not a contradiction."

Henning Siedentopp, MELAWEAR

"We came to the ILM because we are looking for new customer groups in Germany. We are very well established in our main market in France. We are convinced that our young and personalised concept, which is still very fresh, can be successful on other markets, too. The ILM is the perfect place to explain these ideas to dealers."

Florent Poirier, PAUL MARIUS

"It's going brilliantly! Existing customers are ordering more; new customer business from abroad is increasing. Eastern Europe, in particular, is seeing strong growth. I have the impression that the retail trade is concentrating on strong brands. On brands that generate profits and offer EDI and POS support and service, in addition to being an attractive product."

Georg Picard, PICARD

"The ILM brings all the important brands and products together in one place. As for fashion trends, we are focusing strongly on colour next season! Even, or especially, in winter, colour is great.

Anke Schröer, Schwager Eisenach, Holzminden, Bad Segeberg etc. (trade)

"We really like the ILM. Big customers are here and above all a lot of international customers, for example from Georgia, Dubai, the Netherlands, to name just a few. The nylon trend is very popular for women's casual bags. We are focusing on colour - even in winter!"

Leonora Giorgi, US Polo Association

"The ILM is going very well for us, as always. Customers are very different when it comes to their interests and receptiveness to new fashions. Our advice for next season: A splash of colour here and there is very important in order to attract attention. A pile of black bags doesn't sell well!"

Dave de Boer, Valentino, Coccinelle, Liu Jo, Steffen Schraut etc.

"This is our first time at the ILM. Actually we come from the classic fashion sector and are very positively surprised at the good response. We are convinced that the trade needs innovative concepts. We have to reach out to the customer - both here at the trade fair and in the shop. That's why it's important to go to trade fairs. We certainly don't need the 10th showroom in Offenbach."

Jens Winterbauer, STUFF MAKER

"Smaller formats, with long gold link chains, too, are very popular. Colour sells well in this area, too. Otherwise, our main trends are nuances of rosé, taupe and grey."

Constanze Alef, FREDsBRUDER & SEIDENFELT

"We are looking for unique products with a convincing quality and niveau. And we found precisely such bags at the ILM."

Birgit Eckhaus, Eckhaus Würzburg (Trade – living accessories etc.)

"The ILM is an ideal working fair for us. We look at around 60 to 70 collections. The atmosphere is very pleasant. A perfect place to order."

Katja Hallerstede, Leder Hallerstede Oldenburg (trade)

"It's the first time that Parkland has been at the ILM. Our product, sustainable bags made from recycled PET bottles for nurseries, schools and universities, is already very well established in the textile trade. Now we have our sights set on the leather goods and footwear trade. We think that sustainable products that tell a story are very important for the brick-and-mortar retail trade."

Bardia Beigui, PARKLAND

"The ILM is a very nice fair with a good atmosphere. We were very satisfied with the resonance every day. Trade is looking for something special, something new: Like our unbreakable luggage, for example. Manufacturers who offer trade a high degree of reliability are important in this context."

Oliver Lindenberger, DIE STEINMANN GRUPPE

"A trade fair with a lot of interesting contacts and a good ordering platform! We have been successful in acquiring many new customers at the ILM. Bags with a clean look were popular. But always with a touch of something special - like colour or a highlight - leopard print for example."

Simone Desantis, RIPANI

"Customers come to us to order. From abroad, too, Finland, for example or the DACH region. The ILM is also a good place to find new customers. As for fashion trends, we have two different groups: Cautious customers and those who expressly want something new and unusual."

Caroline Bauer, JETTE

"We offer a range of men's accessories from a single source - this is something new and has been very well received by the textile and leather goods trade. The rather unusual and attractive way we present our goods caused a lot of curious looks and led to some interesting contacts. The ILM marked the start – now we are having further talks. We are very satisfied overall."

Bahadir Bayam, BGents

"We have always worked very well at the ILM. We are satisfied."

Stefan Bruder, abro

"Our bags, which are made 100% in Italy and entirely from apples, met with great interest from the media. It was worth coming to the ILM for that alone - the media is very impressed!"

Tanja Schenker, Happy Genie

"The ILM is an order fair. We are very satisfied. We have met a lot of existing customers and some new ones, too. Thanks to the eye-catching and somewhat different design of our stand, we were able to attract new target groups. As far as products are concerned, carry-on cases are the number one topic because of number of short trips people make these days."

Benjamin Kesselbach, HORIZN STUDIOS

"After a gap of many years we are back at the ILM. In addition to existing customers, we also welcomed new customers at our stand - including some international ones, for example from Benelux, Austria, England and Switzerland. The special, hand-crafted signature of our accessories proved very popular. We are profiting from the trend towards nature and hiking. Our outdoor products in the upmarket and luxurious segment have really caught the spirit of the time."

Hans-Christian Hammann, HAMMANN

"The ILM is the most important trade fair in the luggage sector. Our new, larger exhibition stand attracted a lot of visitors. The fair is very international. When it comes to suitcases, the motto is: lighter, lighter, lighter!" Together with a clean design with attractive surfaces."

Volker Haase, INSPIRION / CHECK-IN

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

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