

ILM Winter Styles from 16 - 18 February 2019 in Offenbach

International trend and order platform fully booked again

Early date offers ideal conditions for information and orders

Inspiring framework programme: focus on the customer

Internationality, inspiration and information

The International Leather Goods Fair ILM is being held in Offenbach from 16 to 18 February 2019, two weeks earlier than in past years. With this new date, the ILM follows closely after the Milan footwear fair which ends on 13 February. Managing director Arnd Hinrich Kappe explained the background on this decision: "By bringing the ILM forward, visitors from overseas only need to make one trip to Europe to visit both fairs". At the same time, the new date gives the industry the chance to gain a general overview of the new collections for Autumn/Winter 2019/20 earlier. The next ILM fairs will again take place on the usual dates early/mid March and early/mid September.

The ILM has developed to become the world's leading international trade fair for the bag and luggage industry. This is not only demonstrated by the growing number of visitors from all over the world. Exhibitor interest in the trade fair is also continually increasing. With around 300 exhibitors, the fair is once again fully booked. 56% of exhibitors this year come from abroad (previous year: 53%) meaning a further increase compared to the last fair.

New and sustainable

A lot of well-known names are on their way to the ILM. In addition to leading German brands, sellers of bags from southern Europe also traditionally fly their flags in Offenbach. In addition, the fair is also expecting a number of exciting newcomers. "Consumers are interested in topics such as sustainability, fair trade and vegan. Demand for these products is increasing and not just among young customers. We are very pleased that we have been able to attract some very interesting start-up companies from this sector. There are a lot of great products that could also create more excitement on the retail floor," explains Arnd Hinrich Kappe. The same goes for the attractive, inspiring design of the stands. Creating worlds of experience for the customer starts in Offenbach at the trade fair itself.

Communication, know-how and contacts

Exhibits at the ILM include bags, small leather goods, luggage and leisure bags, business and school articles as well as umbrellas, gloves, belts and fashion accessories for the Autumn/Winter 2019/20 season. The success of a trade fair, however, doesn't stop at the presentation of new collections. Topics such as product staging and storytelling are now the focus of attention. The industry is desperately looking for ideas as to how brick and mortar retailers can inspire or even seduce the customers. Arnd Hinrich Kappe is certain that, "the ILM is the perfect place for industry and trade to hold strategic discussions and develop innovative concepts."

With this and other aspects in mind, Offenbach Messe is launching the order round for Autumn/Winter 2019/20 with a new, extended framework programme. In addition to the daily shows "Bag World" and "Travel World", visitors can look forward to inspiring lectures. The ILM was delighted when the journalist, fashion and trade expert Sabine Spieler agreed to give a lecture entitled "Retail 4.0 - Driven by Passion" which promises exciting new impulses. After the lecture, which will be held on Sunday, 17 February at 3:45 p.m., visitors and

exhibitors are invited to the relaxed ILM After Work in the ILM foyer. "A trade fair is also always a place of communication. And we want to support that," says trade fair director, Arnd Hinrich Kappe. "Personal exchange and the opportunity to make new contacts are essential in an increasingly digital world. Especially in the fashion industry. We are sure that everyone will really enjoy this event."

The ILM is now also increasingly focusing on communication in the planning of its halls and walkways. There are a number of coffee corners where visitors and exhibitors alike can enjoy a short break. Another highlight at the ILM Winter Styles is the Chill Out Party on Saturday 16 February. The Fashion Forecast for Spring /Summer 2020, this year being held for the first time on Sunday morning at 10 a.m., provides a glimpse into the future.

The ILM website is the ideal place to prepare for your visit (www.ilm-offenbach.de). All the important fair information can be found here. The online ticket service is very practical and saves time, too. Admission tickets for the ILM can be ordered online in advance after prior registration.

More information can be obtained from:

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