



## **I.L.M Winter Styles 2017 attracts over 6,200 visitors**

**# Higher degree of internationality among exhibitors and visitors**

**# Trade looking for new innovation and inspiration**

**# Industry liked the scheduling, concept and brand variety**

The International Leather Goods Fair I.L.M continues on its successful course. More than 6,200 visitors came to I.L.M Winter Styles, held from 4 - 6 March 2017 in Offenbach. "This did not only meet our expectations, but exceeded them", said Arnd Hinrich Kappe, managing director of Messe Offenbach. The leather trade and industry appreciate the reliable scheduling and the clear, transparent concept of the event and reward it with constant or even growing participation. All the well-known international brands are represented under one roof in Offenbach.

At this 146th I.L.M, 294 exhibitors (previous year 290), including 153 from abroad, presented a compact and clearly structured range of goods, divided up into the different product segments, on 13,086 sqm of booked out exhibition halls (previous year 12,907 sqm). The exhibits ranged from bags and small leather goods, through luggage, business and school items to umbrellas and accessories. Exhibitors reported lively business and orders on all three fair days. The renewed increase in the number of foreign visitors was striking. Alongside buyers from all over Europe, a significantly large number of dealers from Asia, the Middle East and South Africa were registered. For a number of seasons now, Italy has had a very strong presence, not only in terms of an increased number of exhibitors. Arnd Hinrich Kappe noticed that "Italian dealers have discovered the I.L.M for themselves and place their orders here". There are also some positive signals from Germany and neighbouring countries. In addition to specialist leatherware retailers, more and more buyers from the textile and shoe



industry are visiting Messe Offenbach in order to buy top-selling bags and accessories to supplement their product ranges. They now make up about 15% of visitors. The trade likes the exciting, international mix of brands, ranging from well-known brands from the premium segment, through mainstream and down to even small individual labels. The I.L.M is not only known for its fashionable bags and accessories; it has now won the undisputed position of market leader in the steadily growing luggage segment. "There isn't another trade fair in the world like it," says Dieter Morszeck of Rimowa, speaking for many of his colleagues in the travel sector.

### **Inspiration and order information**

Apart from the great diversity of products, exhibitors and visitors praise the inspiring framework programme. The very elegantly choreographed fashion shows served as a great help with orders and as a fashion guide. The shows focussed on different topics - "Bag World" and "Travel World" - providing buyers with precise and targeted information. The compact Lookbook, based on the shows, provided more in depth fashion know-how. Decorative trend spaces on all floors of the fairground also offered a good overview of the most important fashion topics in the 2017/18 Autumn/Winter season and gave the trade inspiration for their own, individual product presentations at the point of sale. The topic of visual merchandising is a top priority for exhibitors. Around 20 suppliers had lavishly redesigned and modernised their stands for this latest fair. Anne Schmitt of Gretchen said "By giving our products an imaginative backdrop, we provide the trade with new impulses for more attractive presentations in their shops." "The high level of investment also highlights the value that our exhibitors attach to the I.L.M", added Arnd Hinrich Kappe. The chance to exchange ideas and opinions at the traditional chill-out party on Saturday evening was also very valuable. The Fashion Forecast Spring/Summer 2018 on Sunday gave the creative minds a glimpse of the future of fashion.



### The industry needs a reliable forum

The mood in the trade was felt to be generally positive and open. "In search of something new, more courage for individual, fashionable products", says Dave de Boer of Fashion Solutions. Alongside autumn colours such as rust or forest green, metallics were also in demand. "Logomania" enters the next round with striking brand presentations and badges. Handbags tend to be of a medium or large format. Functional features and flexible solutions are indispensable in the luggage market.

"It was a fantastic I.L.M", summed up Arnd Hinrich Kappe. "Our strategy is to offer our exhibitors and visitors constancy and reliability. We want to be a predictable international fair where orders are placed and everyone benefits. In these uncertain times, stability is in demand - we have caught the spirit of the industry."

**With the next event "I.L.M Summer Styles" to be held from September 02 to 04, 2017, and for which there is already a waiting list, the Messe Offenbach will be launching the 2018 Spring/Summer season.**

Visuals are available for downloading on the I.L.M website:  
<http://www.ilm-offenbach.de/presse/>

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