

GDS – Global Destination for Shoes & Accessories 4 to 6 February 2015

P R E S S I N F O R M A T I O N

GDS surprises us with new highlights

- + Kiesza to sing at GDS Grand Opening**
- + 900 brands presented at GDS**
- + New: 20 international design trendsetters in the STUDIO segment**
- + Trends, fashion shows and fashion bloggers**
- + New key trend area “RICHTIG WICHTIG” offers Open Day for the general public**
- + HDS/L presents award for aspiring talents**

After the successful premiere of the new trade fair concept in July 2014, 4 to 6 February 2015 sees the holding of the first winter edition of GDS – Global Destination for Shoes & Accessories. 900 brands will be showcasing their collections for the 2015/16 Autumn/Winter season. Add to this 160 exhibitors at the concurrent tag it! trade fair for private labelling. The positive mood at the first event prompted the trade fair to further develop its concept. This means visitors can look forward to not only 20 international designers in the STUDIO segment but also a new key trend area entitled “RICHTIG WICHTIG” (literally “really important”). On the first day of the trade fair a star guest will provide the sparkling highlight to kick off the shoe fair.

Kiesza to sing at the GDS Grand Opening Party

GDS will be bringing glamour to Düsseldorf. The Grand Opening will take place on the evening of the first day of the trade fair at the Schwanenhöfen venue – where six months ago we delighted VIPs and decision-makers in the shoe and fashion sector with Beth Ditto and her modified song lyrics “I Love Shoes”. On stage this time: chart topper Kiesza. Not only hitting the charts with her own songs

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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Ideelle Träger:
HDS – Bundesverband der
Schuhindustrie e.V.
Postfach 10 07 61
63007 Offenbach/Main
Bundesverband des Deutschen
Schuheinzelhandels e.V.
An Lyskirchen 14
50676 Köln

but also writing songs for Rihanna or Kylie Minogue, this Canadian national is also seen as a style icon.

Host and CEO at Messe Düsseldorf Werner M. Dornscheidt is delighted to also be able to present an international star guest at this event: “GDS has reinvented itself and the premiere was a success. But despite all the praise we still need to remain innovative and dynamic. An artist like Kiesza who is young, modern and trendy fits this brief. The motto of our opening event “Fashion Zoo” also shows our train of thought: shoes and accessories are a fashion statement – and the sector should also present itself with this self-confidence.”

900 brands presented at GDS

Awaiting trade visitors at the trade fair itself for the second time now is the new hall segmentation with its three major themed worlds STUDIO, HIGHSTREET and POP UP. Each world offers its own cosmos – with matching design and a suitable setting.

At “HIGHSTREET – The Modern Pulse” visitors will find the largest variety of brands, from modern and sporty through to classical. New brands at GDS include: Crocs, Darkwood, Gordon & Bros, Noclaim, Pieces, Piranha, Sebago as well as Via Vai and in the Kids segment Livie & Luca, Melania and Shoesme. There are bags from Bruno Rossi, Poodlebag, Tom Tailor and Teresa Cambi, the latter label also offering hats and caps in its portfolio; Holik Fashion presents high-quality gloves. Names already familiar as GDS exhibitors now located in the HIGHSTREET segment include: Ara, Birkenstock, Bruno Premi, Bugatti, Camel Active, Clarks, Gabor, Gant Footwear, Giesswein, Högl, Jack Wolfskin, Kangaroos, Lloyd, Marc O’Polo, Mephisto, Mjus, Napapijri, Peter Kaiser, Skechers, S.Oliver, Tamaris, Teva, Unisa, Vagabond and Viking.

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In the “POP UP – The Urban Groove” segment visitors will find streetwear and young innovative collections. Returning brands familiar to visitors include Panama Jack, Replay Footwear and Sendra Boots. New brands in the POP UP area include Cat Footwear, Cruyff Classics, P448, Suri Frey and Tretorn.

Showcased for the first time in “STUDIO – The Premium Note” are high-quality brands like APM, Ernest, Cushiz, Diesel, Klaar Devillé, Lara Guina, Ludwig Reiter, Maimai, Manuel Dupont, Najha, O.X.S., Sir Wolf Gentleman, Studswar, Vittorio Virgili, Yall by Marta Montalvao.

New: 20 international design trendsetters in the STUDIO segment

Also awaiting visitors in the STUDIO area is the new project “Design Trendsetters”, an approx. 1,000 m² concept area for international designers from the premium segment who will present their collections and designs both at their own custom stands and as part of a fashion show. Running prior to this was an application phase where 20 designers were selected by a top notch jury to now present their collections at the two forthcoming GDS events. By initiating this project GDS wishes, on the one hand, to create key impulses and promote excellence and, on the other, to also follow on from the successful premiere of the new concept, explains GDS and tag it! Director Kirstin Deutmoser: “We were delighted with the positive response and praise for our kick-off event but also saw this as our motivation to once again surprise our visitors at the forthcoming GDS. For this reason we are offering the trade audience the “Design Trendsetters” project with extra added value making it possible to see international trends and themes right at the start of the season.”

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The selected designers come from various fashion metropolises throughout the world. They boast outstanding training and some have already collaborated with international luxury brands. Designers like Laurence Dacade or the duo Christina Martini and Nikolas Minoglou are already successfully represented on the premium market. Their collections feature at top stores worldwide like Colette, Selfridges, Joseph, Bergdorf Goodman or Saks.

(Please find detailed information on the project, the jury and the participating designers in the attached press releases.)

Trends, fashion shows and fashion bloggers

“Food is the New Fashion” is the overriding trend theme at the forthcoming GDS because semi-luxury foods are not only found ever more frequently at good concept stores but consumers have also developed a new awareness for this phenomenon: you are what you eat – food becomes an expression of your personality.

For this reason, trade visitors can discover culinary delicacies along the Highlight Route in the HIGHSTREET themed world. Important: those wishing to use the food trend at their points of sale have to offer something special. Which is why GDS is offering small, individual producers. Tips for insiders.

However, the Highlight Route offers retailers not just inspiration for inside their stores but also for successful shop window design. Under the “Shoe Shine” heading design students from Düsseldorf Polytechnic have developed innovative concepts here. Providing support in this endeavour was Mavis, specialist in brand staging at the PoS, the trade journal schuhkurier and GDS. On the Highlight Route and in the schuhkurier Lounge students will be presenting their results.

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Offering a targeted and rapid overview of the most important products of the season are the fashion shows at GDS with the STUDIO show “Savage Chic” leading the pack. Presented here are the highest quality collections and most important trends. A must-see event for GDS visitors.

In addition, Crocs, Clarks and the Brazilian Footwear associations as well as Shoes from Spain are planning their own shows. At Skechers shoes are dynamically staged: dancers from the last “Got to Dance” series will be presenting the latest styles.

The PR measures launched as part of the new GDS concept are set to continue. Very well attended at its premiere, the Press Walk will once again run on the morning of the first day of the trade fair. In tune with the GDS trend theme there will also be an initiative from the Spanish association Cavex as part of the Press Walk where it will be possible to experience shoes with the human senses. Under the heading “Sensitive Shoes by Cavex” participants’ individual senses will be stimulated with foodstuffs or other products that produce associations with the shoe theme. There will also be a new edition of the “Sample Map” – a special hall map for stylists and fashion editors.

The successful blogger initiatives in cooperation with Styleranking will also be continued. GDS will be presenting its new guest blogger Alice M. Huynh. A fashion school graduate, she not only runs the “I heart Alice” blog but has also designed her own collections and is therefore very up on trends. Munich resident with Chinese and Vietnamese roots, at the fair she will be on the look-out for her very personal It-pieces for the 2015/2016 Autumn/Winter season and will share these on her blog and on social networks like Facebook, Instagram or Twitter.

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Also awaited at the forthcoming GDS are more than 100 fashion bloggers who will be swapping ideas on shoes and accessories on the Friday of the fair at the FashionBloggerCafé “shoedition”. Forming a highlight on the last day of the fair will be the Blogger Runway Show: five fashion bloggers will prove their trendscouting skills selecting their favourite items for the fashion show from the collections of partner labels Cat Footwear, Sebago, Rockport, Minnetonka and GX by Gwen Stefani. They will then style fashion outfits to match the shoes and bags which will be presented on the catwalk. In addition to GDS’ guest blogger Alice M. Huynh the following four bloggers will feature in the show: Vicky Wanka of “Vickys Modeblog”, Minnie Seibt of “Minnie Knows”, Frida Mindt of “Fridafridafrida” as well as Bina Noehr of “Stryletz”.

New key trend area “RICHTIG WICHTIG” offers Open Day for the general public

“RICHTIG WICHTIG” is a new key trend area launched by GDS to follow on from the ten successful years of “Design Attack”. Eddi Mackowiak has further developed his concept and will, for the first time now, be opening this initiative to interested consumers on the second day of the fair (5 February 2015) from 12 noon to 8 pm. Admission tickets can be purchased on site for Euro 5.00 at the Nord Entrance of Messe Düsseldorf.

The motto awaiting visitors reads “Life in Paris”. Gracing the centre of Hall 7.0 is an 8 m high copy of the Eiffel Tower, Paris’ most famous landmark. Running throughout the day around this Eiffel Tower will be all kinds of show activities and live acts including a BMX Show featuring spectacular stunts and a hip hop contest. At a Vintage Market sneakers, apparel and accessories will be available from the 40s through to the 90s. This mix is complemented by unusual small items of furniture and original basics. From 6.00 pm a Happy Hour is planned.

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HDS/L presents awards for aspiring talents

As part of the Press Walk on the first day of GDS the German Federal Association of the Footwear and Leather Goods Industry will be presenting the “HDS/L Junior Award”. Already for the fifth time now this award will be presented to a creative young designer in cooperation with GDS. The “HDS/L Junior Award 2015” is open to both national and international young designers. It is aimed at both students at European fashion/design schools as well as up-and-coming talents within companies.

Selected brand overview of the three GDS worlds:

(* = New at GDS)

HIGHSTREET:

Alma, Ara, Artika Soft, Azuree, Belmondo, Berkemann, Birkenstock, Bronx, Brunate, Brunella, Bruno Premi, Bruno Rossi*, Buffalo, Bugatti, Bullboxer, Ca'D'Oro, Cafènoir, Caprice, Camel Active, Clarks, Crocs*, Daniel Hechter, Darkwood*, EB, Everybody by B.Z. Moda, Finn Comfort, Fiorelli, Fitflop, Flip*Flop, Gabor, Galizio Torresi, Gant Footwear, Ganter, Gianni Gregori, Giesswein, Gore-Tex, G.K. Mayer Shoes*, Grendha, Hasley, Hassia, Hispanitas, Högl, Holik Fashion*, Holy Haferl, Ipanema, Jack & Jones, Jack Wolfskin, Josef Seibel, Kamik, Kangaroos, Kappa, L.Credi, Lico, Lloyd, Lotus, Lowa, Maestro, Manieri, Marc O'Polo, Marc Shoes, Maripe, Melvin & Hamilton, Mephisto, Mjus, Moda Di Fausto, Napapijri Footwear, Peter Kaiser, Piranha*, Ombelle, Perlato, Pieces*, Pikolinos, Poodlebag, Ricap, Rider, Rieker, Rush*, Salamander, Sebago*, Semler, Sioux, Skechers, Softclocx, Soft Sience*, Softwalk, Softwaves, Solidus, S.Oliver, Steptronic Footwear, Storm, Tamaris, Tatonka, Teresa Cambi*, Teva, Think!, Tom Tailor, Unisa, Vagabond, Via Vai*, Viking, Voltan, Waldläufer, Wendel, Wolverine, Wolky, Zaxy


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Kids / Hall 4:

Bana & Co, Bisgaard, Braqeez, Clic!, Däumling, Diggers, Falc, Kavat, Livie & Luca*, Melania*, Pom D'Api, Pinocchio, Primigi, Richter, Ricosta, Shoesme*, Vado, Viking

Concept Area / Hall 5:

Ballarini*, Cosi' Cosi'*, BUB*, Gordon & Bros*, Lana D' Oro*, My Feltboots*, Noclaim*, Paoliballerina, Donna Piu, Viola Fonti

POP UP:

Art, AS98, Australian, Blackstone, Brako, Butterfly Twist, Ca'Shott, Cat Footwear*, Cruyff Classics*, Dkode, Dr. Martens, Ellese, El Naturalista, Fila, Fly London, Fritzi aus Preußen, Inuovo, F+, Keds, Lifestyle, La Femme Plus, Le Coq Sportif, Legend, Levi's, Loints of Holland, Maruti, MTNG, Mustang Shoes, Neosens, Nobrand, O'Neill Footwear, P448*, Palladium, Panama Jack, Pepe Jeans Footwear, Replay Footwear, Sendra Boots, Superga, Suri Frey*, TBS, Tretorn*, UME, Wolverine

STUDIO:

Alberto Fermani, APM*, Ash, Cinque, Diesel*, Dirk Bikkembergs, Candice Cooper, Chie Mihara, Cult, Cushiz*, Emu, Ernest*, Fersengold Berlin, Fred De La Bretonière, French Connection, Fretons, Frye, Gianni Chiarini, Hamlet, Janet & Janet, Julian Hakes, Klaar Devillé*, Lara Guina*, Ludwig Reiter*, Maimai*, Manuel Dupont*, Mexicana, Moma, Najha*, No Studio, O.X.S.*, Patrizia Pepe, Porsche Design, Primabase, Prime Shoes, Pura Lopez, Ras, Samsonite Footwear, See by Chloe, Shabbies Amsterdam, Sir Wolf Gentleman*, Studswar*, The Seller, Trippen, United Nude, Vittorio Virgili*, What for, Yall by Marta Montalvao*


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The next editions of GDS and tag it! will run from 4 to 6 February 2015 and from 29 to 31 July 2015.

Düsseldorf, 22 January 2015

All activities of GDS and tag it! can be found online at: www.gds-online.com and www.tag-it-show.com

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