

GDS – global destination for shoes & accessories

30 July to 1 August 2014

tag it! by gds – the show for private label in shoes and accessories

29 July to 1 August 2014

P R E S S R E L E A S E

New GDS sends the Sector into Raptures

- + Grand Opening: the sector parties with Beth Ditto**
- + Praise: new concept is received very well**
- + Showtime: many brands leverage GDS as a PR platform**
- + Styles: trend towards sandals and espadrilles**
- + tag it! by gds: to run for three days in future**
- + Shoedition: bloggers feature footwear trends**
- + OUT OF THE BOX: all of Düsseldorf joins in the celebrations**

The event kicked off with a powerful voice: as early as on Tuesday evening industry experts and VIPs were already put in the perfect mood for the new GDS at the Grand Opening staged at Düsseldorf's Schwanenhöfe venue. US star Beth Ditto sang "I Love Shoes" to then mingle with guests. The successful kick-off enjoyed by invited guests that evening then continued at the trade show over the following days. The concept introduced to the expert audience a year ago convinced with expert implementation: the early dates proved a smart choice and the novel segmentation of halls into three themed worlds also went down very well. No wonder many exhibitors also used GDS as a stage so the press was compelled to rush from stand to stand so as not to miss any of the numerous highlights. Celebs like Eveline Hall, Bonnie Strange, Marcel Ostertag and Leo Bartsch caused a flurry of flashes from the photographers as did the spectacular catwalk shows on the GDS show stages and at exhibitors' stands.

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Mitgliedschaften der
Messe Düsseldorf:



The global
Association of the
Exhibition Industry



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

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

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

A total of over 900 brands capitalised on this opportunity to showcase themselves at GDS. At tag it! by gds, the second new concept premiered by the trade show, an additional 370 names were on show waiting to be discovered. This attracted visitors from over 100 countries, who gathered information on the up-and-coming trends at the beginning of the new footwear season and voiced their enthusiasm about the new trade show concept. In a representative survey it was especially foreign visitors who stated they saw a higher benefit in the trade show thanks to the new concept.

Werner Matthias Dornscheidt, President and CEO of Messe Düsseldorf, saw the positive feedback from both exhibitors and visitors as confirmation for himself and his team: “Our shoe trade show has kicked off to a good start! Many exhibitors have given us very good feedback on our concept and the quality of visitors, in fact including some who had taken quite a critical stance until lately. We were aware that the early dates would go hand in hand with special challenges, which is why we expected visitor attendance to drop slightly. But we are confident that from February the response will be even better because in our visitor survey satisfaction levels were as high as 91%. A great result that reflects the good atmosphere at GDS.”

It seems as if visitors’ high satisfaction levels could be attributed to the new positioning of GDS: after all, 73% of them – most of them purchasing decision-makers – said they had visited the trade show specifically as an information platform to gain an overview of the market. Just under half the visitors polled even travelled to Düsseldorf with the intention of placing orders at the show.

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Kirstin Deutmoser, Director of GDS and tag it! by gds, looks back on positive results: "GDS is set to become the trigger for the new season and will, first and foremost, whet people's appetite for new products. Now it is key for exhibitors to present themselves perfectly because one thing has become clear after this event: due to the early dates of GDS many retailers will already decide at the trade show which suppliers they want to take into consideration for future orders and which they don't. I was delighted to see orders already being placed at GDS."

This is precisely where GDS lives up to its concept as a leading trade show by presenting the most important footwear trends at the beginning of the season. In Düsseldorf the focal themes for S/S 2015 were already clear to see. Really important will be sandals with profiled footbeds, at times in a cork look, at others leather covered. Most of the time uppers consist of exquisite leather with various effects in the material.

Somewhat more exotic are the re-interpretations of classic espadrilles. These were presented with extravagant new uppers and shapes at GDS. Shoppers are also spoilt for choice when it comes to soles – ranging from flat, 5 millimetres soles to eye-catching wedges, platforms and fancy profiles soles.

Just as striking was the wide variety of T-strap styles on display at the trade show. Various brands showcased a multitude of Mary Janes thereby expertly staging ladies' insteps both with flat sandals and elegant, high-heeled pumps.

While browsing the trends found in all three themed worlds, it also became clear that the new hall segmentation gave visitors the bearings they need.

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The team in charge of organising the trade show was pleased with the successful start of GDS but still sees noticeable development potential for tag it! by gds. Commenting on this Kirstin Deutelmöser explained: "The basic idea is also on the right tracks here but regarding implementation we will analyse and re-adjust the format together with the industry after the event. The first measure already decided upon is that tag it! by gds next time will also run for three days from Wednesday to Friday."

GDS reaches End Users

In addition to satisfying exhibitors and visitors, the Messe Düsseldorf team also set itself the task of addressing end users of shoes & accessories on an emotional level. Alongside the numerous PR activities organised by exhibitors, which were presented by the trade show for the first time in a pooled manner in the form of a guided Press Walk, GDS also saw the premiere of the Fashionblogger-Café shoedition on Friday. Over 100 fashion bloggers accepted the invitation to discover the trade show, its exhibitors and hence also the latest footwear trends and to cover them in their blogs and on social media. In addition to the Bloggercafé, which was operated in cooperation with styleranking, GDS also presented a guest blogger for the first time: Maja Wyh took photographs of her very personal fashion highlights at GDS for her blog.

This time GDS allowed not only trade visitors and multipliers to gather information on shoe trends but it also dared to move "OUT OF THE BOX" – leaving the exhibition centre grounds and moving out into the city. Jointly with brands and retailers the organisers succeeded in also generating consumer enthusiasm for shoes and accessories on Friday by offering over 100 activities, bargains and parties. The visual highlights were 2-metre high court shoes that "graced" the Königsallee and a walk-

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in shoe box on Schadowplatz square. Retailers like Schadow Arkaden, Apropos, Schuhhaus Juppen, Breuninger, Clarks and Emporio Armani came up with special offers for shoe addicts and rejoiced at the many shoppers taking an interest. The "Kö-Bogen" saw throngs gathering in front of the show stage when Madame Freifrau von Kö presented the various dance acts, a catwalk show and finally welcomed everybody's darling Jorge Gonzáles, who provided Düsseldorf ladies with free catwalk training.

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

Düsseldorf, 1 August 2014

The following brands leveraged GDS for their PR activities

Brand	Type
Porsche Design	Product presentation with and by designer Roland Heiler.
STUDIO Show "Belles Rebelles"	Fashion show and interviews with special guest Eveline Hall .
Maypol	Craftsmanship – demonstration of traditional braiding and crafting of espadrilles.
Clarks	Fashion show – the outfits for the Clarks Show were provided by the famous designer Marcel Ostertag .
Belmondo	Art auction for a good cause on behalf of the shoe industry featuring it-girl Bonnie Strange .
Kappa	Music act: singer/songwriter Leo Bartsch who will also provide testimonials.
Camel Active	Fashion show at the stand with a spectacular staging: catwalk complete with suspended bridge lowered from the hall ceiling.
SHOES FROM SPAIN	Fashion show involving over 20 Spanish footwear labels.
Caprice	A ballet dancer presented special styles.
Bugatti	Magician Marc Gettmann dazzled the audience with his "shoe magic" at the Bugatti stand.
Lloyd	Presentation of the store concept and lunch.
Birkenstock	Fashion show with individual styling.
Viking	Demonstration of Goretex's Surround Product Technology using water tools.

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Wortmann/ Tamaris	Product presentation of SS 2015 women's shoe trends incl. information on matching outerwear.
Abro	Live personalisation of bracelets, keyrings and I-phone covers.
Ricosta	Demonstration of how shoe and boot uppers are sewn.
Giesswein	House slipper innovations: presentation of new women's mules plus a new kids' line for toddlers.
Fly London	Company presentation to mark the 20th anniversary with Champagne reception.
Highline United	The lifestyle group Highline United presented an ASH fashion show as a special highlight.
Back Joy	Presentation of technical innovations, especially the latest sole technologies.
Tosca Blu	Alberto Salgarello, General Sales Manager for Shoes, and Arcangelo Passirani, Export Sales Manager for Bags, were available for interviews.
Pikolinos	Presentation of the Charity Massai Collection.
Bruel	Product presentation by the commercial agent Matthias Abele.
Fitwear	Presentation of latest company news.
Sioux	Sioux time travel through 60 years of shoe brand history, guided by Sioux CEO Lewin Berner.
ARA	Fashion show
Manas	Tasting of specialities from the "Le Marche" region
Falc/Naturino	To mark its 40th anniversary Falc organised an Italian wine tasting.
Braun Büffel	Fine bag-making – crafts demonstration
El Naturalista	Nat fit: a shapable insole adapts to the foot. Demo: heating in the mirco-wave.
Flipster	Foldable shoes were showcased.
TEVA	Trend: trekking sandals that are all the rage among stars and starlets (Festival Sandals).

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All activities related to GDS and tag it! by gds can be found online at:

www.gds-online.com and www.tag-it-show.com

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