

## SHOES DÜSSELDORF

3. bis 5. März 2024

### THE STAGE PROGRAM

›Alte Schmiedehallen‹

**TW Order - Information – Autumn/Winter 2024/25**

**Sunday, March 3, 2024, 12.00 noon, ›Alte Schmiedehallen‹**

Quiet Luxury, Old Money Chic with a wink and a touch more casualness characterizes the looks in Womenswear and Menswear for next autumn. How does this influence shoe trends? What should boots look like now? What's next for the loafer? How to make sneaker winterproof? And how strong are lambskin styles rated? Simone Reiner from the TextilWirtschaft fashion editorial team addresses these and other questions on the first day of **SHOES DÜSSELDORF**.

***Speaker: Simone Reiner, TextilWirtschaft***

(Simultaneously translated into English)

#### **EMOTION IN RETAIL**

**Sunday, 3 March 2024, 2.00 p.m., 'Alte Schmiedehallen'**

Inspiration and emotion on the floor! FASHION TREND POOL trend expert Karolina Landowski shows how to stage current trend worlds at the point of sale and create unforgettable store experiences with just a few resources. A creative impulse lecture for wow presentations, indispensable lifestyle products and decorative shop windows.

***Speaker: Trend-Expert Karolina Landowski, FASHION TREND POOL***

**"Do I need digital solutions to be successful in shoe retail?"**

**Sunday, 3 March 2024, 3.00 p.m., 'Alte Schmiedehallen'**

eCommerce, omnichannel, multichannel, touchpoints, customer journey, etc., these buzzwords and phrases can be found in every second article. But what do you really need to win and ideally retain customers?

The talk sheds light on various facets and provides an insight into what service providers consider useful based on their experience. Feel free to join the discussion!

#### ***Participants:***

Andreas Unger, Hutter & Unger advertising agency

Gunther Wiedmann, Advarcis GmbH

Ralf Jaacks, cloudstock GmbH

Matthias Vickermann, shoedoc GmbH

Moderation: Satish Jha, Fashion Cloud GmbH

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## **HDS/L press conference**

**Monday, March 4, 2024, 11:00 a.m., ›Alte Schmiedehallen‹**

The Federal Association of the Shoe and Leather Goods Industry HDS/L provides information on the current situation in the shoe industry with facts and figures. In addition to the latest industry data, representatives of the BTE (Textile Shoes Leather Goods Trade Association) will report on the actual situation in the shoe trade.

### ***Participant:***

Manfred Junkert, General Manager HDS/L

Carl-August Seibel, President HDS/L

Axel Augustin, Manager Director BTE Trade Association Textile Shoes Leather Goods

Ulrike Kähler, Managing Director Igedo Exhibitions

Moderation: Dr. Claudia Schulz, press and public relations HDS/L

(Simultaneously translated into English)

## **HDS/L Junior Award 2023**

**Jeans on! Denim ist das Motto des HDS/L Junior Award 2024**

**Monday, March 4, 2024, 11.45 a.m., ›Alte Schmiedehallen‹**

It is already a long and good tradition of the Federal Association of the German Footwear and Leather Goods Industry to honour creative young talents for their outstanding achievements. "We are always delighted with the positive response and are thrilled by the creativity with which the young people approach their work," says HDS/L Managing Director Manfred Junkert.

In keeping with the spirit of the times and current trends, the motto of the HDS/L Junior Award 2024 is:

**„DENIM DREAMS.**

**Jeans on! Create a shoe with denim details!"**

## **SEASONS BEST – Autumn/Winter 2024/25**

**Monday, March 4, 2024, 2.00 p.m., ›Alte Schmiedehallen‹**

The top trends of the season - from Western to Quiet Luxury: Karolina Landowski from FASHION TREND POOL presents the top 20 shoes and accessories for autumn/winter 2024/25 in her traditional Buyers Briefing SEASON'S BEST - compact, informative and inspiring. All in for the season! Everything you need to know for the current order.

***Speaker: Trend-Expert Karolina Landowski, FASHION TREND POOL***

# SHOES

DÜSSELDORF  
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## Fashion Forecast – Spring/Summer 2025

Monday, March , 2024, 3.00 p.m., »Alte Schmiedehallen«

One step ahead: trend expert Marga Indra-Heide from FASHION TREND POOL is already diving into the new spring/summer 2025 season and is presenting the most important fashion themes, colours, materials and shoes for the coming summer in her inspiring fashion forecast exclusively at SHOES DÜSSELDORF!

*Speaker: Trend-Expert Marga Indra-Heide, FASHION TREND POOL*

Stand: 19.02.2023

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[fashn-rooms.com](https://fashn-rooms.com)

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