

IGEDO EXHIBITIONS THE EVENT COMPANY



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02

IGEDO EXHIBITIONS IS A PIONEER IN FASHION TRADE FAIRS WITH MORE THAN 75 YEARS OF EXPERIENCE. WE BRING BRANDS, DESIGNERS AND TRADE VISITORS TOGETHER AND OFFER MEETING POINTS THAT DEFINE TRENDS AND SET NEW IMPULSES.

WITH A CLEAR FOCUS ON **QUALITY & INNOVATION** WE OFFER PLATFORMS AND EVENT FORMATS THAT NETWORK, INSPIRE AND SET STANDARDS.

IGEDO EXHIBITIONS IS THE FIRST COMPANY FROM THE FASHION INDUSTRY TO JOIN THE **“DÜSSELDORF CLIMATE PACT WITH THE BUSINESS COMMUNITY”** - A STRONG SIGN OF COMMITMENT TO CLIMATE NEUTRALITY BY 2035!

IGEDO EXHIBITIONS CONTINUES TO INSPIRE THE FASHION INDUSTRY WITH **DECADES OF EXPERTISE MODERN VISIONS & KNOW-HOW** - AGAIN AND AGAIN!

ABOUT US



03

DÜSSELDORF

DÜSSELDORF IS AND REMAINS THE **ORDER CENTRE** FOR THE FASHION AND FOOTWEAR BUSINESS IN GERMANY, ENJOYS AN **INTERNATIONAL REPUTATION** AND IS OF EXISTENTIAL IMPORTANCE AS A BUSINESS LOCATION.

DÜSSELDORF IS GLOBALLY EASY TO REACH AND IMPRESSES WITH A GOOD INFRASTRUCTURE IN TERMS OF HOTELS, TRANSPORT, GASTRONOMY, INSPIRATION, ART AND CULTURE. THE CITY THEREFORE OFFERS **IDEAL CONDITIONS** FOR ALL PLAYERS.

AS AN IMPORTANT PART AND IMPULSE GENERATOR OF THE DÜSSELDORF FASHION DAYS, WE OFFER VARIOUS PLATFORMS WITH **OUR PORTFOLIO** THAT TAKE THE PULSE OF THE FASHION INDUSTRY AND HELP TO SHAPE THE FUTURE OF THE FASHION CITY OF **DÜSSELDORF.**

BRANCH MEETING NO.1

NEXT STEP

SUMMER 2025

TWODAYS EDITION #1 | 19 - 21 JULY 2025
& SHOWROOM CONCEPT 18 - 21 JULY 2025

NEONYT DÜSSELDORF 19 - 21 JULY 2025 SUSTAINABLE BRANDS ONLY

TWODAYS EDITION #2 | 23 - 25 AUGUST 2025
& SHOWROOM CONCEPT 22 - 25 AUGUST 2025

CIRCULAR ROOMS 9 SEPTEMBER 2025 CONFERENCE WITH EXHIBITION

05

EDITION #1

19-21

July 2025

TWO DAYS
FASHN | SHOES | ACCESSORIES | BAGS



EDITION #2

23-25

August 2025

06

TWODAYS

A NEW CHAPTER FOR DÜSSELDORF!

TWO COMPACT DATES PER SEASON, FOCUSSED EQUALLY ON **FASHION, SHOES, ACCESSORIES AND BAGS**. UNDER THE UMBRELLA BRAND **TWODAYS**, THERE WILL BE TWO CROSS-SECTOR EVENTS PER SEASON IN FUTURE. TWO COMPACT, RELEVANT DATES THAT ARE BASED ON THE STILL DIFFERENT SCHEDULES OF COLLECTION DEVELOPMENT AND NEEDS, ORDER RHYTHMS, BUDGET HABITS, SUPPLY AND PRODUCTION CHAINS.

FULL FOCUS - WITH **TWODAYS**, WE ARE FOCUSSED ON CONCENTRATION, QUALITY AND RELEVANCE.

USE ALL DAYS INTENSIVELY AND EFFICIENTLY. MEET DECISION-MAKERS IN A TARGETED MANNER AND UTILISE THE FULL POTENTIAL OF **TWODAYS**.

EDITION #1 | 19 - 21 JULY 2025: KICK-OFF TOGETHER WITH **NEONYT DÜSSELDORF** DURING THE DÜSSELDORF FASHION DAYS, COINCIDING WITH THE **SHOWROOM CONCEPT** FROM **18 - 21 JULY 2025**

EDITION #2 | 23 - 25 AUGUST 2025: THE SECOND EDITION WITH THE SHOWROOM CONCEPT FROM **22 - 25 AUGUST 2025**

TWODAYS OFFERS YOU AN IDEAL ORDER PLATFORM FOR YOUR COLLECTIONS. BE THERE AND PLACE YOUR BRAND IN DÜSSELDORF AND BENEFIT FROM THE CITY AS AN INTERNATIONAL FASHION HUB.

SHOWROOM

DURING **TWODAYS** OUR **SHOWROOM CONCEPT** WILL START ALREADY ONE DAY EARLIER, ON **18 JULY 2025** AND **22 AUGUST 2025** THUS OFFERING A LONGER PRESENCE FOR YOUR ORDERING ACTIVITIES.

IF YOU DO NOT HAVE YOUR OWN SHOWROOM IN DÜSSELDORF OR WOULD LIKE TO USE **TWODAYS** AS A SUPPLEMENT TO YOUR OWN LOCATION, THE **SHOWROOM CONCEPT** IS THE **IDEAL SOLUTION.**

TAKE ADVANTAGE OF THE LONGER DURATION AND THE EXCLUSIVE ATMOSPHERE TO MEET EXISTING CUSTOMERS AND MAKE NEW CONTACTS. OVER THE YEARS, THE **SHOWROOM CONCEPT** HAS PROVEN TO BE AN ESTABLISHED AND RELIABLE ORDER PLATFORM WITH OVER 140 INTERNATIONAL PREMIUM BRANDS.

+++ **AGENCIES & PREMIUM BRANDS** +++

18 - 21 JULY 2025
& 22 - 25 AUGUST 2025

07

CONCEPT



NEONYT DÜSSELDORF

NEONYT DÜSSELDORF MEETS **TWODAYS** POWERED BY IGEDO EXHIBITIONS!

NEONYT DÜSSELDORF IS THE **CENTRAL BUSINESS AND COMMUNICATION PLATFORM** FOR SUSTAINABLE FASHION AND LIFESTYLE PRODUCTS AS WELL AS PIONEERING TECHNOLOGIES AND CREATIVE SOLUTIONS, WHICH TAKES PLACE IN DÜSSELDORF AT THE **SAME TIME AS TWODAYS EDITION #1.**

NEONYT DÜSSELDORF IS A MEETING PLACE FOR PLAYERS FOR WHOM **FASHION AND SUSTAINABILITY ARE INEXTRICABLY LINKED** - THE IDEAL MEETING PLACE FOR THE SUSTAINABLE COMMUNITY. ALL INTERESTED LABELS ARE SUBJECTED TO A **STRICT SUSTAINABILITY CHECK**, WHICH IS A REQUIREMENT FOR PARTICIPATION IN ADDITION TO THE STYLE CHECK.

WANT YOU +++ CERTIFIED SUSTAINABLE ONLY +++ WE WANT YOU +++ CERTIFIED SUSTAINABLE ONLY
19 - 21 JULY 2025

PERFECT

09

AS AN EXPERIENCED TRADE FAIR ORGANISER IN THE FASHION LOCATION OF DÜSSELDORF, IGEDO EXHIBITIONS SPECIFICALLY PROMOTES YOUNG **NEWCOMERS IN THE FASHION INDUSTRY.** THANKS TO ITS EXPERTISE, IGEDO EXHIBITIONS OFFERS YOUNG TALENTS AN IDEAL PLATFORM FOR NETWORKING, MAKING VALUABLE CONTACTS AND SUPPORTING THEIR ENTRY INTO THE **FASHION INDUSTRY.**

TWODAYS EDITION #1 | 19 - 21 JULY 2025

NEONYT DÜSSELDORF 19 - 21 JULY 2025

TWODAYS EDITION #2 | 23 - 25 AUGUST 2025

FOR
NEWCOMERS

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CIRCULAR ROOMS

The international forum for
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09 | 09
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THE INTERNATIONAL FORUM FOR DIGITALISATION AND INNOVATION IN FASHION

WITH THE SUCCESSFUL PREMIERE OF THE NEW FORMAT **CIRCULAR ROOMS - CONFERENCE WITH EXHIBITION** IN MARCH 2025, IGEDO EXHIBITIONS OFFERS A UNIQUE PLATFORM TWICE A YEAR AS AN IDEAL ADDITION TO THE OFFERINGS ON THE KEY FUTURE TOPICS OF DIGITAL AND GREEN TRANSFORMATION.

THE CONFERENCE FOCUSES ON KEY CHALLENGES AND DECISIVE FUTURE TOPICS IN THE FASHION INDUSTRY. SPECIAL ATTENTION WILL BE GIVEN TO THE REQUIREMENTS RELATING TO **REGULATION, CHANGE MANAGEMENT, DATA** AND **IT-TOOLS** AS WELL AS **DIGITAL PRODUCT PASSPORT** AND **CIRCULAR ECONOMY** MODELS, WHICH ARE BECOMING INCREASINGLY IMPORTANT IN THE EU.

IN ADDITION TO EXCITING KEYNOTES AND PRESENTATIONS FROM BUSINESS PRACTICE, COMPANIES AND START-UPS FROM THE FIELDS OF **ARTIFICIAL INTELLIGENCE, ESG** AND **DATA-DRIVEN BUSINESS** MODELS, AMONG OTHERS, WILL BE PRESENTING THEMSELVES.

ROOMS

SPONSORSHIP

BECOME AN **IGEDO EXHIBITIONS PARTNER** AND PRESENT YOUR COMPANY TO A WIDE AUDIENCE. USE THE OPPORTUNITY TO MAKE YOUR BRAND VISIBLE THROUGH VARIOUS **COOPERATIONS AND MARKETING MEASURES** AND EXPAND YOUR NETWORK. BENEFIT FROM OUR VARIOUS **SPONSORING-OPPORTUNITIES!**

TWODAYS EDITION #1 & EDITION #2

NEONYT DÜSSELDORF

CIRCULAR ROOMS

PACKAGES



IGEDO EXHIBITIONS'

Fashion Aware Club

THE **FASHION AWARE CLUB** IS THE INTERACTIVE B2C FORMAT OF IGEDO EXHIBITIONS WHICH COMMUNICATES SUSTAINABLE FASHION AND CONSCIOUS CONSUMPTION IN A CREATIVE WAY. WITH WORKSHOPS, TALKS AND OTHER INTERACTIVE ELEMENTS, IT OFFERS FASHION ENTHUSIASTS AND THOSE INTERESTED IN SUSTAINABILITY A PLATFORM FOR DISCOVERING AND PARTICIPATING.

UNDER THE MOTTO **“BE CURIOUS, FIND OUT, LEARN HOW”**, THE NEONYT DÜSSELDORF TEAM REGULARLY ORGANISES EVENTS AT CHANGING LOCATIONS - FROM **UPCYCLING & REPAIR WORKSHOPS** TO **SWAP MARKETS** AND THE POPULAR **POP-UP STORE**.

THE **FASHION AWARE CLUB** SHOWS: SUSTAINABLE FASHION IS EXCITING, CREATIVE AND LOTS OF FUN!

WHETHER **CATWALK, FASHION SHOW, SHOOTING OR PRESENTATION** – OUR EVENTS SKILLFULLY SHOWCASE COLLECTIONS! WITH AN EXPERIENCED TEAM **IGEDO EXHIBITIONS** PRODUCES AMAZING CATWALK SHOWS, THAT BRING TRENDS TO LIFE.

UNDER THE **DFD UMBRELLA BRAND**, THE CITY OF **DÜSSELDORF'S ECONOMIC DEVELOPMENT AGENCY** HAS LAUNCHED A STRONG LOCAL INITIATIVE THAT CREATES SYNERGIES BETWEEN EVENTS AND EMPHASISES THE CITY'S FASHION FEELING. DURING THE FESTIVAL EDITION OF THE **DÜSSELDORF FASHION DAYS**, WE BRING TOGETHER DESIGNERS, TRENDS AND ZEITGEIST WITH OUR SHOW PRODUCTION ON THE CATWALK.

BRANDS FROM NEONYT DÜSSELDORF PRESENT THEMSELVES IN THE **IGEDO SELECTED SHOW** - A TRIBUTE TO DÜSSELDORF'S FASHION HISTORY, AS **IGEDO EXHIBITIONS** ORGANISED THE FIRST CATWALK SHOW ON THE KÖNIGSALLEE BACK IN 1949.



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SERVICE

A SUCCESSFUL APPEARANCE BEGINS LONG BEFORE THE EVENT.

TARGETED MEASURES SUCH AS VISITOR ACQUISITION, META-CAMPAIGNS, SOCIAL MEDIA CONTRIBUTIONS, PRECISE NEWSLETTERS AND STRATEGIC COOPERATION WITH THE TRADE PRESS LAY THE FOUNDATION.

OUR COMPETENT IGEDO TEAM ENSURES THAT **EVERYTHING RUNS SMOOTHLY** ON SITE: AN EASY ONLINE REGISTRATION, COMPREHENSIVE SHUTTLE SERVICE AND INVITING CATERING AND NETWORKING AREAS PROVIDE A **PROFESSIONAL & PLEASANT ATMOSPHERE.**

OUR SERVICE SUPPORTS YOUR PRESENCE OPTIMALLY.

IS OUR KEY

IGEDO.COM

WORK & TALK

THIS UNITES ALL OUR EVENTS FOR THE ENTIRE **RETAIL SECTOR:**
A DEEPER INSIDE INTO THE BRANCH WITH ADDED VALUE.

ON ALL EVENT DAYS, WE **CURATE & PRESENT A HIGH-QUALITY PROGRAM** OF
INSPIRING KEYNOTES, WORKSHOPS, PANEL TALKS OR TREND VIEWS AS WELL AS CONTEMPORARY
FORMATS ON IMPORTANT INDUSTRY TOPICS.

IN THIS WAY, WE BUNDLE FASHION EXPERTISE, PROMOTE DIALOGUE AND CREATE AN
OPTIMAL ENVIRONMENT.

APPLY NOW

EDITION #1



TWODAYS
FASHN | SHOES | ACCESSORIES | BAGS


19-21
July 2025

Showroom Concept
18-21 July

POWERED BY IGEDO EXHIBITIONS

DÜSSELDORF

19-21/07/2025
Düsseldorf



NEONYT
DÜSSELDORF

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EDITION #2



TWODAYS
FASHN | SHOES | ACCESSORIES | BAGS

23-25
August 2025

Showroom Concept
22-25 August

POWERED BY IGEDO EXHIBITIONS

DÜSSELDORF

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CONTACT



ULRIKE KÄHLER | MANAGING DIRECTOR

‘WE ARE LOOKING FORWARD TO AN INSPIRING SUMMER 2025 AND A SUCCESSFUL PARTNERSHIP WITH YOU.’

THE WHOLE **IGEDO TEAM** AS WELL AS OUR **FOREIGN REPRESENTATIVES** FROM BELGIUM, DENMARK, THE NETHERLANDS, PORTUGAL, SPAIN AND TURKEY ARE ALWAYS AVAILABLE FOR YOU.

CONTACT US

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