TWODAYS
POWERED BY IGEDO EXHIBITIONS

Press Release

TWODAYS Edition #3:
International dynamism, strong synergies and a forward-looking location concept

With the successful conclusion of **TWODAYS Edition #3** on 26 January 2026, the format underlines its relevance in the international trade fair calendar. The event impressed with high visitor numbers and a significant increase in the proportion of foreign trade visitors – a clear signal of the growing international appeal of **TWODAYS**.

The decision to move **TWODAYS** to **Halle 29** at **Rheinmetall-Allee 3 in Düsseldorf-Derendorf** proved to be a groundbreaking move. The new location was very well received by exhibitors and visitors alike and created noticeable added value. Here, fashion, shoes, accessories & bags, and hats & caps came together in an inspiring environment of numerous showrooms from established brands and an atmosphere that strengthened both business and brand presence.

The proven **Showroom Concept** took place once again at **KAP.ONE at Karl-Arnold-Platz 1** and was also very well attended by an international crowd. As part of the cooperation between Igedo Exhibitions and van Laack, visitors were invited to the **van Laack Lounge**. A special highlight here was the daily invitation to a relaxed get-together in an inspiring atmosphere. It was the ideal place for personal conversations, networking, and enjoyable breaks away from the hustle and bustle of ordering.

Visitors particularly appreciated the proximity to Düsseldorf's established showrooms and the shuttle service connecting both locations with each other and with other fashion hotspots in the city, ensuring optimal networking and short distances.

TWODAYS thus confirms its claim to intelligently connect trade fairs, showrooms and cities.

NEXT STEP: TWODAYS Edition #4
‚Follow Up Period Düsseldorf' - Fashion Re:Order & Shoe Business – 28.02. – 02.03.2026!

This period of time is marked by the ‚follow-up period' for **fashion showrooms**, during which fashion agencies reopen their doors. The **shoe business days** take place at the same time, allowing Düsseldorf to once again position itself as a meeting place for buyers from the fashion and footwear industries during this week.

This period offers retailers the opportunity to collect their final orders for the season or new orders from adjacent segments, with a curated selection or the entire range of collections, depending on the industry.

The aim should be to intelligently supplement existing structures and create synergies between fashion follow-ups and the shoe business.

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“It is precisely in this intersection that we see great potential to send a strong signal to the market together and to strengthen Düsseldorf as a location in the long term, even after the main order,” says Ulrike Kähler, Managing Director of Igedo Exhibitions.

02.02.2026 / Igedo Exhibitions

Dates & Information:

TWODAYS Edition #4 | 28.02. – 02.03.2026
TWODAYS Edition #5 | 25. – 27.07.2026
Showroom Concept | 24. – 27.07.2026

Activities of IGEDO EXHIBITIONS	igedo.com
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