

Press Release

**FASHN
ROOMS**
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FASHN ROOMS X ›Kaltstahlhalle‹

Professional competence. Order. Inspiration. Enthusiasm. These keywords stand for the summer edition, and Igedo Exhibitions will be represented directly at three locations in Düsseldorf: [FASHN ROOMS](#) & [Showroom Concept](#) at Areal Böhler, [Neonyt Düsseldorf](#) in the Bilker Bunker and at the 'Igedo selected' fashion show in the city center during the Düsseldorf Fashion Days Festival!

"The fashion summer in Düsseldorf promises to be exciting and colorful, says Ulrike Kähler, Managing Director Igedo Exhibitions and is looking forward to these exciting events.

There's good news from the trade fair, which is taking place this time in the ›Kaltstahlhalle‹ at Areal Böhler. Both the exhibitors of **FASHN ROOMS** and the brands and agencies of the **Showroom Concept** are waiting in the starting blocks to present their new products for spring/summer 2025 in the fully booked ›Kaltstahlhalle‹ and offer even more creativity & inspiration.

"The hall offers new possibilities and gives visitors an impressive sense of space during their tour. You get to see a lot that you might miss on the usual paths - a win-win for everyone!" says Ulrike Kähler.

A special highlight is the **Networking Lounge**, which has been integrated into the ›Kaltstahlhalle‹ in an open and inviting way. Inspiring trend talks will take place there on **Sunday from 11.00 am to 3.00 pm**, moderated by Karolina Landowski from Fashion Trend Pool. These talks promise in-depth insights into current trends as well as valuable tips on energizing retail.

Ulrike Kähler emphasizes: "We want to focus intensively on coaching for sales staff, because it is important to bring fashion closer to the customers in the store! Networking is one of our major concerns, because it sounds simple that every B2B customer is also a B2C customer, but B2B can learn a lot from this."

The summer atmosphere will be clearly noticeable in the newly, by Areal Böhler, designed outdoor area around the ›Kaltstahlhalle‹ - exhibitors and visitors alike can look forward to food trucks and a chill-out area.

As part of the DFD Festival, Igedo Exhibitions and its professional team are organizing eight different fashion shows on Corneliusplatz, in the direct vicinity of Königsallee, on behalf of the city of Düsseldorf. For the first time, Igedo Exhibitions will be present with a curated selection of highlights from its trade fair formats with its own slot, thus directly tying in with the history of the fashion capital. **Fact:** The first fashion show on Königsallee was also organized by the Igedo in 1949, exactly 75 years ago.

The 'Igedo selected' show will feature design collections from **FASHN ROOMS**, up-and-coming designers and sustainable brands from **Neonyt Düsseldorf**.

All exhibitors and brands registered to date for **FASHN ROOMS** and the **Showroom Concept** can be found in our [Brandbox](#).

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Neonyt Düsseldorf - re-thought

[Neonyt Düsseldorf](#) X Bilker Bunker. **Neonyt Düsseldorf** is moving to the trendy district in the heart of Düsseldorf's creative hub. The Bilker Bunker offers an inspiring and modern backdrop that is perfect for presenting sustainable fashion.

The move marks the start of an exciting new era - the combination of B2B (trade visitors) and B2C (end consumers).

"Our sustainable B2B platform will have its own forum that goes beyond the trade audience and will therefore also open its doors to all those who are enthusiastic about fair fashion from **3 pm**. Our motto 'Where change becomes reality' is not just an empty phrase - it comes to life," says Ulrike Kähler.

The **Fashion Aware Club** will be a guest at **Neonyt Düsseldorf** on both days, transforming the trade fair into a lively fair fashion event! **Neonyt Düsseldorf** invites end consumers to get to know the people behind their favorite brands, discover different collections, buy store samples and experience the creativity of sustainable fashion.

Tickets & information about the [FASHION AWARE CLUB X NEONYT DÜSSELDORF](#) - open for all!

Neonyt Düsseldorf, the B2B order platform for FAIR FASHION manages to be a platform for new technologies, future products & innovations in addition to stylish collections. **Neonyt Düsseldorf** remains an important meeting place for the entire industry, both for professional buyers and for end consumers who are committed to sustainability and want to actively participate in it.

THE STAGE X Schleuse ZWEI - the exciting program at Schleuse ZWEI includes a series of panel talks, keynotes and launch events dedicated to sustainable fashion, innovation and contemporary style. A wealth of expert knowledge awaits you here, shedding light on both local and global perspectives. Workshops by our partner Prym will immerse you in the world of Repair & Care. On site, professionals will show you how to save your clothes in various tutorials.

The complete program of **Neonyt Düsseldorf** is available for [download](#) on our website

The new location is perfectly networked: **shuttles** connect the Bilker Bunker with the **FASHN ROOMS** on the Areal Böhler and other fashion hotspots in the fashion city of Düsseldorf.

All already registered and curated exhibitors and brands are listed in our [brandbox](#) to find.

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SERVICES

Once again this season, there is a combined ticket for trade visitors of **FASHN ROOMS** and **Neonyt Düsseldorf**, making it quick and easy to visit both events, available at fashn-rooms.com or neonyt-duesseldorf.com.

Both locations, Areal Böhler and the Bilker Bunker, are connected via **shuttle** to all fashion hotspots in the fashion capital Düsseldorf as well as to each other.

Press accreditation:

Register for [FASHN ROOMS](https://fashn-rooms.com) and [Neonyt Düsseldorf](https://neonyt-duesseldorf.com) and get your combined ticket for both events.

DATES

FASHN ROOMS
Showroom Concept

July 27 to 29, 2024
July 26 to 29, 2024

Neonyt Düsseldorf
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July 27 to 28, 2024

SHOES DÜSSELDORF

September 1 to 3, 2024

Activities of IGEDO EXHIBITIONS

igedo.com

Further information about **FASHN ROOMS**
More information about **SHOES DÜSSELDORF**

fashn-rooms.com
shoes-duesseldorf.com

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