



Press release | 10. Februar 2026

ILM #163 – fair feedback

“ILM is a winner with its special atmosphere, excellent service, and sophisticated optics. We are pleasantly surprised by the numbers of visitors and of orders placed. There are lots of highly interested customers here, but many are just staying for one day – due to the extremely expensive hotels on account of the overlap with ‘Ambiente’.”

Romanita Steffens, Gabriella G. (Design Gabriella Gucci)

“Purchasers, including many major companies, are more receptive than usual – for new brands as well. The atmosphere of the trade fair strikes us as being very nice, especially the creative appearance of Hall A4. You can palpably feel just how much effort the ILM organisers have invested.”

Ana Kurz, Ann Kurz

“Our new stand in Hall A4 is ideal for us. We are registering far greater numbers of visitors here – a really good feeling to have. We are also totally happy with the timing of the trade fair. Exchanging is so important. You can place orders here and discuss novelties and innovations as well. A scheduling tool would be super to help prepare better for the exhibition and work more effectively. The trade is currently experiencing a challenging situation, but morale is better. There’s no use sticking your head in the sand.”

Matthias Herr, Deuter

“We spark customers’ curiosity. For example, with AI-inspired marketing and visuals that we perfect in the style of L.Credi and present as a narrative. Saturday was already very good,

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ILM

Sunday continued in a similar vein, and the vibes are also very positive. Retailers are displaying confidence viz-à-viz fashion themes, and we are seeing orders being placed good style for animal prints.”

Hoa Mi Steger, L.Credi

“We have scarcely had a moment’s rest. The mood has improved compared to last year. Customers are coming, and they are buying too. They want our advice. Our stand offers lots of inspiration and covers the full franchise range. Small shoulder bags are popular with the men; the ladies love pleated bags.”

Michelle Prey, Bugatti

“Given present circumstances, it is clear that budgets are tighter. But the trade fair has gone well for us – in international terms too. We were able to welcome customers to ILM from Eastern Europe and the Baltics in particular. The trade fair is important. We are working with many small retailers here; the major ones tend to come on Monday. It might be better to schedule the exhibition for Sunday to Tuesday, as many retailers prefer to be in their stores on Saturdays.”

Dimitri Boccalini, Cromia

“People are spending their money very cautiously. It may be they’re setting their priorities on other things than bags and accessories. Be that as it may, we have noticed that more and more women are showing an interest in our products. This has led us to invest in feminine design – extending to our stand design too. As regards customer structure, we are registering greater interest from concept stores and lifestyle shops. Although our product, manufactured in sheltered social workshops in Holland, is far from self-explanatory, it is increasingly attracting interest amongst these customers as well.”

Marc Scholz, Secrid

ILM

“We are highly contented with the exhibition. The atmosphere is super. We even managed to arrange many appointments in advance. Things are going a lot better than last time. The response is especially good to our children’s suitcases and the new boxes for pets. The Astro suitcase in iridescent colours is particularly appealing for young people.”

Patrick Thiesen, Heys

“The fair is going well. We are happy with it, and we are encountering many international customers at ILM, which has been a very pleasant surprise for us. We were able to welcome new customers from Germany too, especially concept stores. In style questions, cowhide is much in demand. Crocodile patterns are also finding favour. A particularly welcome aspect: This trading-up in materials is not giving rise to any price discussions.”

Georg Picard, Picard

“We are being bolder! Which is proving popular, and was even recognised with a design award in France. We are also trying to gain a foothold in Germany. Our customers are mainly small businesses, concept stores, and shoe shops. ILM is turning out better than expected for us. When retailers are hesitant, this calls for positive esprit. And that is precisely what we radiate – in our range of colours too!”

Laurence Carrière, Paul Marius

“Our stand was well frequented. From home and abroad. Classic topics are in demand – and that is where we’ve put the right foot in the right door. Gents are open to a bit more colour these days – green, for example, in small leather goods. And our new bouclé theme has been very well received by the ladies.”

Christiane Brunk, Braun Büffel

ILM

“How has the trade fair gone? I can answer that in a single word: WELL! And I fully intend to voice a protective plea for this event in that single word too. Everyone enjoys seeing each other here at ILM and exchanging experiences even on challenging topics such as new technologies, for example. We appreciate the short lines of communication. It is mega important to continue this trade fair.”

Josefine Jost, Jost

“We are observing a change in order behaviour. Customers who until now had restricted themselves to higher-priced purchasing are now adding us to their list of brands. Visitor frequency at the fair is very good in terms of quality; less so in terms of quantity. But where are they to materialise from, these customers? The organisation of ILM is perfect. That is by no means self-evident. It is wonderful that this trade fair (still) exists!”

Sven Meier, Emily & Noah

“It’s super how the exhibition is going. We had a great deal to do every single day. Our extravagant, playful designs are going down well. There is a tendency towards subtler colour combinations, but bold colours are as popular as ever. We need a fresh touch in the collections and shop windows – given all the shades of brown.”

Aranxa Sanchez, Anekke

“The trade fair is TOP! Just like our motto: stronger & better! Fashionable, innovative and technical details are proving popular – be they coloured zips and wheels, the high-quality style of our new aluminium suitcases, or front opening, a topic that is now increasingly spreading from Asia to Germany. Attendance figures were good. We were kept permanently busy.”

Axel Bree, Stratic

ILM

“Most of it was good! There are fewer people here, but the quality is OK. Business is somewhat restrained in Germany right now, sadly! But we are convinced people want something special in times of crisis. Run of the mill won’t bring home the bacon!”

Alexander Kraima, Like it a lot

“All is well, and all is well. Although the collision of dates with ‘Ambiente’ is not going down well! Customers are unhappy about that, as there is not enough time to visit both exhibitions. A further factor is the overlap with ‘Supreme’ in Munich. Not too good either. But what alternatives are there? A trade fair on carnival weekend would be unthinkable. What really pleases us, though: Not a single customer has complained at all.”

Stefan & Achim Bruder, Abro