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ILM EDITION #157. The industry in the spotlight!

ILM is more than just a trade fair. The most important platform of the international trade for leather goods, bag fashion, accessories and travel goods is a must when it comes to business, novelties and inspiration. At ILM EDITION #157, which will take place from February 4 - 6 in Offenbach, renowned brands will present their new collections. The space is almost fully booked with 85%.

WE ARE ON. *"The anticipation is great and preparations are accordingly in full swing," says Arnd Hinrich Kappe, Managing Director of Messe Offenbach. ILM stands for tradition and added value with history: The industry has been meeting in Offenbach for over 70 years. Innovative newcomers complement established brands. Well-known classics and young, individual collections present themselves at ILM. These and many exciting side events make the trade show an indispensable event for the industry.*

ON STAGE MIT MEHR CONTENT. *Also at ILM EDITION #157 the Content Crew will be live on site to capture honest voices and daily business. The enthusiasm for the last show was great and the team was doubled to report even more extensively about brands and the highlights of the show.*

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The contributions will already be viewable on the ILM homepage on the evening of the trade show. "We thus enable all those who cannot be at the trade show to still be informed in real time about all the important innovations, the top sellers and important topics of the industries," emphasizes Arnd Hinrich Kappe.

Innovation also in the supporting program: Instead of the traditional press conference, ILM EDITION #157 will open with a Welcome Talk for the first time. Moderated by Cheryll Mühlen (J'N'C), both trade visitors and the press will have the opportunity to discuss the highlights of ILM with selected speakers from the industry. High-quality presentations, including previews by trend analyst Karolina Landowski, inspiring talks with renowned trade magazines (Lederwaren Report, TextilWirtschaft, TM, J'N'C) and scientific analyses will also offer plenty of opportunities to acquire targeted, applicable knowledge.

NEW PERSPECTIVES. UNEXPECTED OPPORTUNITIES. *This is the motto of the new cooperation between ILM and Ambiente in Frankfurt. On all days of the fair, ILM will offer a shuttle service provided between Messe Offenbach and Messe Frankfurt. With the ILM visitor ticket, Ambiente will grant free admission and trade fair visitors from Frankfurt will also be offered free access to ILM. "Both ILM and Ambiente showcase a unique mix of ideas and products and are platforms for global trends," says Arnd Hinrich Kappe, describing the common denominator and background for this cooperation.*

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The close cooperation with the Sabu purchasing association and Assima hoch 2 as well as industry expert Günter Althaus also promises new perspectives. The focus here is on the "Cool Hunter" initiative and the C4BB platform, Center for Bags and Brands. Students from the Baden-Württemberg University of Applied Sciences are researching in 15 European cities how retail works today and in the future. Innovative and scientifically based solutions and results will be presented at ILM EDITION #157 and offer visitors the opportunity to experience practical examples of retail, to evaluate feasible concepts themselves and to take them home with them.

EVERYTHING AT A GLANCE! *ILM proves that it keeps an eye on the needs of the industry and can respond specifically to the requirements of its brands and visitors. "The general conditions have changed and customers want to order later again," says Arnd Hinrich Kappe, thus justifying ILM's unwavering commitment to its brands and visitors. ILM EDITION #158 thus moves back to the old date and will take place from **September 02-04, 2023.***

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