



Press release | 02. September 2025

ILM #162 – fair feedback

“Even although the first day was a bit quieter, we always had much to do every day. Cooperating with ILM is fantastic, and it really is fun. Good ideas such as the breakfast, flower initiatives and live music drew a great many people to the hall, as well as stimulating visitors’ creativity. Our collection has become more feminine and fashionable now that we have expanded into handbags. This helps us attract more women as customers.”

Dominique Großkurth, Got Bag

“We’re here for the sixth time and are having huge fun. We have had many good discussions with existing customers. It’s fascinating how our two new sales managers and the extension of our collection to include clothing are providing added impetus. It is important to be there at ILM – and special mention must be made of the lovely start to Sunday morning.”

Timm von Dressler, Johnny Urban

“This is our first time at ILM and everything is really going well. ILM is a proper bags fair and that is simply super! The customers love our collection, especially the

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craftsmanship of the Scandinavian touch à la Copenhagen. Braiding, animal prints and bright, colourful bags that look like they've been knitted, are going down really well. Suede and shades of brown are important."

Pia Silfen-Jensen, Núnoo Bags

"Attending the fair is a premiere for us at Harley-Davidson. It's truly fascinating to see what the different markets each want. In Germany, our brand has so far been available exclusively via Harley-Davidson distributors. What we're realising, however, is that other businesses, including smaller ones, are interested in the brand. ILM is a good gauge and a perfect opportunity for finding agents. This is the start of something bigger!"

Eric Goldner, Harley-Davidson

"ILM is very good indeed – all is going well! We are back again for the first time in eight years. Our aim is to cultivate the German market afresh and to gain new and old customers. We have also been meeting international visitors here in Offenbach: from Korea, Azerbaijan and the Balkans. I would describe the vibes as 'ça va'. Luxury suitcases are very popular. What matters is lightness and safety."

Matthias Deguigne, Delsey

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ILM

“ILM is a fixed date in our diaries. That’s why we’re here. Besides Valentino and Guess, we’re registering an increased demand for Mandarina Duck. 85 per cent of orders here continue to be for bags, but interest in luggage is also picking up pace. With Valentino, it’s primarily natural materials such as canvas and raffia or especially braiding that appeal to customers.”

Dave de Boer, Fashion Solutions

“It’s not as well frequented as it could be. On the whole, there are fewer dealers, but those who have come are ordering as always. The fair is a mirror of the economic climate. Europe is generally economically problematic, but Germany has the lowest growth rate. That’s impacting negatively on morale. What we need is an economic turnaround.”

Stefan Bruder, Abro

“We are very happy to be here. ILM is and remains the trade fair for our industry. There is nothing to compare to it. Things are lagging somewhat internationally, but are going fine as far as Germany is concerned. German customers are back to buying more, and doing so with more depth. More colour confident and open for

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new materials such as bags made of embossed PU in consumer-oriented price categories.”

Jannice Boss, Bugatti

“On Saturday, we were super satisfied but, oddly enough, there was less doing on Sunday. A good number of customers from the north visit our showroom and no longer come to ILM. The customers from Bavaria and Baden-Württemberg, on the other hand, are all here – despite this being their holiday season. Encouragingly, though, we have also gained new customers from Germany and abroad. And new types of business too, like stationers and school suppliers who are adding bags to their range of goods. In terms of fashion, shades of brown are number one, and varieties of cream are excellent. Young people are totally hooked on vintage gold – a topic we will need to keep an eye on.”

Georg Picard, Picard

“ILM is going well. We had a great many meetings and new customers who have spontaneously paid a visit to our newly redesigned stand. The noble, luxurious look of our stand is being well received. And dealers are wildly enthusiastic about the intelligent suitcases with innovative functions operated via an app.”

Brigitte Varvatsos, Heys

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“We are more than happy. Generally speaking, the fair was perhaps a tad less frequented, but we had a full house all the time. Besides German customers, we saw lots of distributors from Benelux and Austria. Overall, we received larger orders this season than we did last year. The younger design and our increased social media activities have opened up new target groups.”

Aleksandar Kusturic, Reisensthal

“There’s no denying it: We have to accept the fact of a shrinking retail sector. Those who are still on board are investing. We can count ourselves fortunate that we have a trade fair for our industry. What matters is the event character and getting together. In other words: It has to be enjoyable!”

Beate Jost, Jost

“We are highly satisfied. What we would like to see, however, is more concentration on the part of the trade fair organisers. We need to close ranks. We are somewhat isolated up in the C-sector. And the industry is growing smaller, after all. The ILM marketing team is extremely dynamic. It’s wonderful to see the efforts they undertake to make life as pleasant as possible for us as exhibitors. They are friendly and solution-oriented. You can sense that we’re all in the same

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boat. In terms of the structure of ILM, we felt it was more international. This also applies to visitors: 70 per cent of my customers are from abroad. That's great!"

Arne Borrey, Vocier

"The Saturday was phenomenal, the Sunday a little restrained. Recently, many of our customers have shown a preference for Monday. And many of the smaller retailers we used to meet on Sundays simply no longer exist. The customers are venturing in new directions, and are keen to do so together with us. This also always involves reliability and service. We offer interesting packages for the POS – and that goes down well. We are looking ahead with confidence and tackling tasks in cooperation with retailers. We must offer aesthetics and surprise."

Christiane Brunk, Braun Büffel

"Quality-wise, this was a super-duper trade fair. Everybody who is anybody was there. Sure, numbers are not on the rise, but we have to do everything in our powers to keep visitor quality high. The bottom line for us: ILM remains the most important meeting place for the industry; neighbouring countries are in attendance as well. We're heading home in a positive mood. And we're keeping cool – if there aren't so many retailers, we can't simply conjure them up!"

Marcel Schröder, Fond of

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“For us, this was a very good fair. There could be more retailers, but the quality was superb. The Sunday was mind-blowing – the stand was full from the very first moment. We have written excellent orders for Eoto and the new brand is accessing distributors with a premium-quality brand environment. The response is positive to our products made of recycled fishing nets with car windscreen foil coating. One comment I would like to add, though: a date after schools are back, such as mid-September, would be better.”

Leonhard Roßkopf, Hama + Eoto

“It was super. Sunday in particular was brilliant. In view of the overall situation, we are highly contented. The new collection has found approval and the more confident retailers are buying lots of colours. Because colour attracts! As far as materials go, the trend is suede optics, basket and straw. It’s a question of fashion topics in consumer-oriented price categories that can be versatily combined.”

Oliver Lamm, Meier Lederwaren, Emily & Noah

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