

Statements

ILM EDITION #164

"I love this industry gathering. The ILM is the last major industry gathering where everyone comes together. That is why we must all work to preserve it: manufacturers, the trade fair organisers and, of course, every single retailer. After all, losing this industry gathering at some point cannot be anyone's aim."

MARCEL SCHRÖDER, FOND OF

"There could have been a few more visitors, but we're not dissatisfied. ILM remains the leading platform for the leather goods industry. We maintain a very good and close relationship with our customers and pass on what we perceive to be successful. In fact, we also secured some new customers at the trade fair. We hadn't expected that."

OLIVER LAMM, MEIER LEDERWAREN

"The great benefit of ILM is that we get to meet our customers all in one place. Our sales representatives have to travel less, and we can showcase our entire collection here. At the same time, we've also welcomed a number of new customers. That's exactly why we exhibit: to look after existing customers, show them our new products and attract new ones. As things stand, we'll be back."

RODNEY JONAS, LIKE IT A LOT

"We have been exhibiting at ILM for more than 30 years. It is very important to us because it is one of the most significant leather goods trade fairs. It offers us the opportunity to meet many of our customers and take orders for both the German and Nordic markets. At the same time, we also meet new customers here. To be honest, visitor numbers have been lower for several years now, which is certainly a concern for us. This makes the ILM all the more important, as there aren't many comparable leather goods trade fairs left in Europe."

SIMONE FRATTINI, PIQUADRO

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“We’re very pleased. The footfall is decent and many of our regular customers are here. In fact, we’ve also gained a few new customers, even though we don’t really have that much potential left in this area. It’s naturally lovely that new customers keep coming in despite this – after all, that’s exactly why you attend a trade fair. Our expectations and hopes have been met.”

ARUN SPITTHÖVER, SECRID

“We came here with fairly modest expectations, but in a positive frame of mind nonetheless. This is also reflected in our slogan, ‘Colour your day’, and it’s been well received. We’re having good discussions. Perhaps the orders are a little smaller, but overall we’re satisfied and enjoying ourselves at the trade fair. I think the customers feel the same way. For me, the ILM is always a bit like coming home. It’s a reliable fixture and, at the same time, it keeps evolving, which I think is great. The team is always coming up with something new.”

CHRISTIANE BRUNK, BRAUN BÜFFEL

“It’s been a good trade fair for us. We’re pleased with both the atmosphere and the number of visitors. I think everyone has come to terms with the external circumstances to some extent and is now trying to make the most of their own space and organise it as effectively as possible.”

JOSEFINE JOST, JOST

“As this is our first time exhibiting at ILM, I wasn’t quite sure what to expect – and I’ve been very pleasantly surprised. We usually attend fashion trade fairs. What makes ILM so exciting for us, therefore, is that it feels as though 95 per cent of the visitors here are relevant to our business. We’ve secured some really good orders, which we hadn’t anticipated either. It’s been a very positive first experience for us.”

ANNA PFEIFFER POULSEN, MARKBERG

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“We were really busy and we also had lots of new customers. For us, the ILM remains the most important trade fair: customers come here, work gets done, business is done, people network and you get to know new people. That’s exactly what matters most to us.”

FLORIAN STRASSMEIER, L.CREDI

“It’s my first ILM and I find it absolutely fascinating. We’ve had consistently interesting conversations yesterday and today – not just with visitors, but also with other exhibitors. You strike up conversations, exchange ideas and help one another. The atmosphere is very friendly. We’re certainly delighted.”

DANIEL BRUNSTEINER, STOWEY

“The ILM is a unique and important event for the leather goods retail sector. Here, retailers can find all their suppliers gathered in one easily navigable exhibition centre and can efficiently attend to their business needs over the course of the three days of the fair. Furthermore, the ILM has created excellent added value with interesting panel discussions and evening events such as the awards ceremony. Getting together outside of business and exchanging views on all matters – including between industry and the retail sector – is hugely important. If this takes place in a relaxed atmosphere, so much the better. I’d give the ILM a very good rating.”

STEFAN BRUDER, ABRO

“In the traditional leather goods trade, we come across a variety of retailers: those who remain firmly committed to their existing brands, but also many traditional retailers who are very open to our products. We think that’s brilliant, of course. That’s why we come here not for quantity, but for quality. Five to ten good customer contacts are enough for us. During our last visit, for example, we spoke to a large group and have been listed with them ever since. We also meet existing customers here, such as Lufthansa Miles & More. We’ll be back, demonstrating our commitment.”

TOBIAS TILINSKI, FLYNKA

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“For me, the ILM is one of the most important places to meet our partners. They account for a large proportion of our turnover, and we maintain particularly close and strong relationships with them.

For me, the ILM is perhaps the best trade fair I’ve exhibited at so far – and I’ve been to many trade fairs in Europe. The organisation is excellent; we meet key partners here, and the presence of other brands also adds value to our own brand.”

SOFIA KUDINOVA, CABAIA

“For us, the ILM is purely a trade fair for taking orders, and a very productive one at that. People come here with a clear agenda and their checklist; business is done, and then the next person is already waiting. It’s very productive. For me, the ILM is also a bit like a school reunion. Everyone’s here, quite simply. You meet customers who’ve already placed orders and chat to them about other topics. The whole industry comes together in one place and you can exchange ideas easily. That cuts down on a lot of back-and-forth compared to constantly sending emails. You don’t really experience this kind of productive interaction at other trade fairs.”

MAX ANTWERPES, GOT BAG