



# ILM

## TREND TALK

**INSPIRATIONS FROM INTERNATIONAL FASHION FLOORS. STORES THAT INSPIRE. TREND EXPERT KAROLINA LANDOWSKI TOOK A LOOK AROUND THE WORLD'S FASHION CAPITALS FOR ILM AND PRESENTS VISUAL MERCHANDISING THAT SETS NEW VISUAL STANDARDS.**

In her picture-rich presentations at past editions of ILM, visitors have already been able to admire a glimpse of extraordinary store concepts, window design and decorations. Karolina Landowski likes to inspire with inspiration and ideas from international concept and department stores - for more "Wow!" on the floor.



## MORE IS MORE

More is More is the theme of the new maximalism in store design. Colors, patterns and materials in particular are used generously and often very theatrically. Whether it's Fake Fur by Balenciaga, All Pink at Valentino or retro logos like Gucci x Adidas - extreme all-over looks in one color are the trend. From floors to walls to bars, presenters and dressing rooms in one (color) look have an insanely intense effect - perfect for Bold Colours.



Credit: Streetstyle CPH

Credit: Balenciaga



Credit: Stieglitz

## RETRO FUTURE

Spacious accents are in demand. Metallic surfaces, mirror shine and silver effects meet round shapes and chubby silhouettes. Crinkled silver foil covers entire walls and shop windows. Shelves as if from a 3D printer or galactic spaceship meet a sea of technology - in the form of puzzles of screens that stream the most diverse things simultaneously, as in a control center. As a counter-trend, nostalgic references from analog decades come along: vintage furniture, mid-century classics, wide corduroy armchairs, radios and plastic lamps revive the late 60s and 70s in style.



Credit: Lynk & Co.



Credit: Daysdream



Credit: Selfridges

## ALL IN BLACK

As in fashion, the color black is also making a comeback in store design. After the brightness of past seasons, you see more and more dark walls, lacquered surfaces and black shelves in a clean minimalist design with a certain austerity. Tension gives the combination with white as well as red highlights.



Credit: Axel Arigato



Credit: Maanesten



## UPCYCLING

Upcycling is not only a theme in bags and clothing, but also in design. Natural materials, organic shapes and haptically exciting surfaces bring craftsmanship and rusticity into play. Wooden floors with an extreme amount of patina and darker woods combined with unpolished stones create contrasting looks. Archaic-looking columns and roughly carved wooden steles are perfect display areas for bags and accessories. Indispensable: plants and trees remain an important "accessory" in the room.



Credit: ForteForte



Credit: Acne



**INTERNATIONAL TRADE FAIR FOR  
INNOVATIVE AND HIGH-QUALITY LEATHER  
GOODS, BAGS AND LUGGAGE**

Experience the unique combination of tradition, elegance and value, innovation and contemporary design. Get to know the trends of the industry and network with the key players of the international trade.

**[WWW.ILM-OFFENBACH.DE](http://WWW.ILM-OFFENBACH.DE)  
#ILMOFFENBACH**