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# TIME IS NOW!

From 31 August to 2 September 2024, Messe Offenbach will open its doors for the 160th edition of ILM. The trade fair is excited about this special anniversary edition with confidence and zest for action. For over 70 years, ILM has been the world's leading trade fair and order platform for leather goods, bags, luggage, and accessories.

With the campaign message "TIME IS NOW!", ILM is calling on the entire industry to proactively embrace the current zeitgeist and capitalize on the opportunities that present themselves. This message is a call to action and a reminder that change, innovation, and collaboration are essential, especially in these challenging times. **"Structural change in the retail sector is a fact, which means that brand strategies and product ranges need to be fundamentally rethought and reorganized,"** says Arnd Hinrich Kappe, Managing Director of Messe Offenbach. Now is the right time to reinterpret one's own brand value and to view retail not only as a sales area, but also as a place for communities and experiences.

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# ILM

The trade fair invites its community to shape the future of the industry together while preserving the values that have characterized ILM for decades: Reliability, quality awareness and a strong community.

As an unrivalled platform, the ILM connects brands and retailers from all over the world and creates space for strong seasonal business. Work takes place in the “living room of the industry”. The curated brand portfolio includes handbags, luggage, small leather goods, school articles and accessories. The collections for spring/summer 2025 will be on show.

The leading trade fair also invites visitors to attend practice-orientated presentations, discussion panels and trend forecasts with renowned industry experts. The focus will be on visions, solutions and the common path into the future. The popular after-work parties offer the perfect opportunity to round off the trade fair days together and to network.

**ILM Edition #160 will take place from 31 August to 2 September 2024 in the halls of Messe Offenbach. Around 250 brands from over 20 countries are expected to attend.**

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