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ILM EDITION #157.

A good mood. Lively order business

The ILM EDITION #157 took place in Offenbach from 4 - 6 February. New collections for autumn/winter 2023/24 were on show in the exhibition halls, which were well frequented on all days. The main focus: handbags, luggage, small leather goods, accessories and school items from well-known German and international brands. "All the important exhibitors are showing off their wares at the ILM," said a happy Arnd Hinrich Kappe, Managing Director of Messe Offenbach. Companies such as Roeckl or Cromia, which had to cancel a few times due to the pandemic, are also back in the halls again, together with a lot of exciting new brands, in the Concept Square for example, that are set to bring some fresh life into retail assortments.

WE ARE ON. *The number of visitors to EDITION #157 was still below the pre-Corona level, but there were 40% more visitors than at the last ILM. The strong increase in international buyers is very noticeable. 36% of visitors came from abroad, including Austria, Switzerland, Benelux, UK and Scandinavia, but also Canada, USA, South America and Asia.*

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ON STAGE. *The exhibition halls were full and the mood excellent. Despite the difficult economic and political conditions around the globe, the industry was in a good mood. "Price discussions were not an issue for us," says Achim Bruder from Abro, speaking for many of his colleagues. The focus was clearly on the product. All in all, exhibitors talked more about fashion boldness and the retailers' desire to create highlights with special, individual products. Dave de Boer, who was at the ILM with Coccinelle, Mandarina Duck, Valentino and Guess, among other brands, was pleased with the good business, calling the phenomenon "affordable luxury". This means high-quality brand products that people can afford even in difficult times and indicate a certain affluence.*

ON FLEEK. *Lively activity and strong order business in the luggage sector, too. Hard-shell suitcase, weekend bag, backpack or functional travel bag - no matter what, as a result of the lively travel activity, the demand for functional luggage continues to increase. "2022 was already good. We sold hard-shell suitcases by the container. The more colourful the better. People want upbeat colours," confirmed Katharina Duteil from Schneiders/Walker.*

ON THE TOP! *Visitors to the ILM want to place orders. In summary, Arnd Hinrich Kappe said that the "ILM is a reliable order platform and once again fulfilled its purpose entirely". Apart from ordering, the fair offered exhibitors and visitors a huge and exciting supporting programme. Applicability was the main theme in the inspiring lectures, fashion forecasts and panel discussions. The company Cool Hunter, for example, offered practical approaches for the fashion accessories business.*

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The expert panel chaired by J'N'C talked about new trends and insider knowledge of the industry. But the highlight and unique selling point of this ILM was the enlarged Content Crew. Both exhibitors and visitors had the opportunity to shoot individual videos about their brand, selected products and their personal mood during the fair.

Professional and very high-quality content was created in real time with the support of the Content Crew. Exhibitors had direct access to this material immediately and it can also be viewed in the ILM media library.

The topics of analogue and digital also play an important role at ILM. Arnd Hinrich Kappe put it in a nutshell: "There is no trade fair in the whole world that has extended its range so efficiently - and sustainably. Not just for three days, but also weeks or months afterwards."

An ILM without networking and personal exchange is inconceivable: in cooperation with the trade journals TextilWirtschaft and Lederwaren Report, exhibitors, visitors and press met up at the Afterwork Party in the fair lobby.

The date for the next edition has already been set: ILM EDITION #158 is moving back to the old date and will take place from 2 - 4 September 2023.

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