



VOICES | 06. FEBRUARY 2023

## ILM EDITION #157.

*"The mood is much better than expected. The economic situation and inflation are not an issue for us. Customers are confident, not worried about prices and take a product-oriented approach to the new collection. They are buying more fashionable products and want eye-catchers. That means they are not just playing safe. The order volume is more or less the same as last year. And the customers are the same as always. However, we did see some new international faces at the stand. I think that holding the fair at the same time as the Ambiente fair has benefited the ILM."* **Achim Bruder, abro**

*"There are more international visitors around. We found that topics such as sustainability and, especially for The Bridge, craftsmanship are in demand. That's our DNA. That's what works!"* **Donald Maluzzani, The Bridge/Piquadro**

*"Geox has a high profile with its shoes and clothing. We benefit from this and it attracts the visitors' interest. We've had a lot of success with lightness and slightly larger bags for the 'managing mum'."* **Handan Celebi, Geox/Agetur Berning**

*"The three of us have been at the ILM for two days. There are a lot of brands under one roof which is great as it makes it easier and quicker for us to compare. We have also got a lot of merchandising ideas."* **Christoph Achenbach, Lederwaren Acker, Stuttgart**

*"All the customers are here, including new customers. I would describe behaviour in the trade as concerned, but constructive. People are concentrating on strong brands like the ones we offer. Our strength is in the 'affordable luxury' segment including Guess, Valentino and Coccinelle - that's exactly what people are looking for in difficult times. The early date is perfect. It gives us more time to plan properly."*

**Dave de Boer, Coccinelle, Valentino, Guess, Lancaster, Mandarina Duck a.o.**

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"We are very satisfied with the run of the fair. As always, we had a lot of customers at our stand from Germany, but also from Benelux and Finland. There is generally a great atmosphere." **Like it a lot, Alexander Kraima**

"The ILM is definitely very important for new customer acquisition. The ILM is a trade fair for brands and is geared towards discovering new brands. The luggage segment is picking up again and 2022 was good. We sold hard-shell suitcases by the container. The more colourful, the better. People are looking for upbeat colours." **Katharina Duteil, Schneiders/Walker**

"The early date is much better for us. March is too late for Vaude. Our producers need to be able to plan production earlier. There was a high quality of visitors. We are also very happy to have gained some new international contacts, from Scandinavia, Korea and Australia, for example. Backpacks are still the No. 1 topic for us, but luggage is also picking up strongly. We are certainly the most feminine outdoor brand. That is being rewarded."

**Markus Schelkle, Vaude**

"Offenbach is and remains the central location in Germany and abroad when it comes to the leather goods industry. The fair has always been very important for us and we present all our new products at the ILM; at the moment we are concentrating particularly on the brands Leonard Heyden, Oxmox and Golden Head. A lot of our customers are currently mainly looking for school satchels; so Sunday was much better. Saturday was the trade day. We sense a feeling of courage and confidence. Colourful products are very popular. The March date is better. The ILM is strong enough; it doesn't need to depend on Ambiente."

**Christian Bergemann, Steinmann Group**

"The new location in Hall C1 is perfect for us: classier, lighter and airier with higher ceilings. We also welcomed international customers: from the UK, the Netherlands, Denmark, Romania, Belgium, France, Poland, the Czech Republic and Portugal. Our brand continues to gain recognition. The topics of sustainability and advice at the POS are important and we promote them through sales training. The ILM is doing a good job. The creation of individual video content is super." **Thomas Nickel, Aleon**

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"The ILM offers a good mix of brands. There are lots of new brands to be discovered here. We think colour is very important for the next winter season. Shades of blue, but also orange, come to mind. They are already popular in Italy." **Doris Albarus, Goldkrone**

"The ILM is a very good trade fair. Sunday in particular went really well. We are benefiting from the renewed demand for luggage and travel accessories."

**Joanna Pisacane, Icon Group (Roberto Cavalli)**

"We've been coming here for ten years, but it's our first year with suitcases. Customers are looking for new luggage. They are open-minded for new and functional designs. The ILM is also strong internationally: we had customers from the UK and the Netherlands, for example."

**Timo Breyer, d b Company**

"It's going very well, although I would have expected more footfall, especially on Sunday. The customers who are here are placing good orders and looking for high-quality products. Overall, we are seeing more boldness when it comes to colours: purple and berry tones are popular. There has to be that wow effect. Visual highlights are in demand."

**Klaus Wurmeder, Roeckl**

"We had a very successful fair. Our product expansion to include women's bags was very well received. These bags attract a selective market, i.e. are only sold to our premium partners. The ILM is also important internationally. We had dealers from Latvia and, as always, a lot of customers from Austria and Switzerland." **Christiane Brunk, Braun Büffel**

"We are very satisfied; we were very busy every day. There were also a lot of international visitors. We had customers from Greece, Finland, Sweden, France and Poland, to name just a few. We think it would be better if the ILM was held again at a later date, so March would be better. Hotel prices were way too high this time." **Oliver Lamm, Emily & Noah**

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*"We are very satisfied. The fair was great; the atmosphere super! It felt as if there were twice as many visitors as usual from abroad this year. The customers had a lot of fun with the products. They didn't start discussing prices - we were positively surprised at this. Overall, more colourful products are being ordered for the coming winter season: Pink and yellow, for example."* **Georg Picard, Picard**

*"After a forced break of four years, we are finally back again. We are here for two days and looking for new bags, accessories and luggage. The fair is great, we felt immediately at home again. It's remarkable how many brands continue to exhibit in Offenbach."* **Lindsay Furniss, The Tannery, Norfolk (GB)**

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