

ILM

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ILM Edition #159.

"ILM is the first trade fair of the season for us and therefore perfect for initial feedback. The new position at the entrance has had a positive effect on interest in our brand. We had many visitors from abroad, e.g. from Eastern Europe, Lithuania, Kazakhstan, Russia and Benelux."

Silvio Rinaldelli, Cromia

"We spoke a lot of English and were pleased to make exciting new contacts. Our new, fresh and larger stand has been well received. In general, you can say that luggage is the sunny side of the industry right now."

Axel Bree, Stratic

"We are very satisfied. The customers with whom we made appointments in advance have all arrived, including from Austria and Switzerland. Luggage and office bags are doing well, especially the rucksack. Anything that is practical and can be taken directly from the home office to the office is a hit!"

Tilman Scholling, Piquadro

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"The ILM is a top trade fair. Very well-organized and clearly laid out. It's going well!"

Grischa Schunke, Check.In

"We haven't been here for four years, but we started this trade fair with a great position. We are presenting a new collection of luggage, innovative backpacks and many new colours. There are mainly international visitors here: from Italy, Switzerland and Eastern Europe. And many new customers - we hadn't expected that. The outdoor theme is still popular, but we are now also scoring points with city backpacks."

Roberto dell'Aquila, Thule

"The early date of the ILM is good. On the one hand, because it's before the carnival period; on the other hand, because customers don't have any limit restrictions yet. The orders are OK, we are even in the black with many customers. We are also looking for unusual bags. We hear from many buyers: now more than ever! Comparable, cheap goods are a dime a dozen. In terms of fashion, you could describe the new season's motto as follows: Classy, timeless and the beauty of the material takes centre stage."

Stefan Bruder, Abro

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"We are very satisfied! We see everyone at the ILM: from small to large retailers and corporations. The atmosphere is good! We spread that too! The trade fair thrives on the informal atmosphere - it's like a class reunion in Offenbach. There were also many international customers at our stand: from Scandinavia, the Baltic countries and Ireland. The trend in gloves is towards sporty styles. Mittens are going down well. People want to feel comfortable - nobody squeezes into tight things any more."

Antje Wode, Kessler

"We are satisfied. Visitor frequency has increased. We are seeing demand for small bags and cross-body bags, as well as round shapes in medium sizes. These are bags that are versatile."

Brigitte Reiner, L.Credi

"We are here for the second time and have good traffic at our stand. ILM is a trade fair that has a unique selling point: Many existing customers come to Offenbach. In the long term, it pays to be here. The travel area is doing very well. We have made further functional upgrades here. Our weekender is currently the most popular. And the girls love glamour."

Julian Beck, Rains

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"It's going very well. The new location on the ground floor is better for us. We have more and, above all, many international contacts. Our 'made in Germany' line is very well received. It captures the spirit of the times. We offer retailers plenty of stories that they can tell their customers. The bike/commuting sector is under pressure because the market is saturated. However, we believe it is important to maintain this range. We also recommend this to customers."

Markus Schelkle, Vaude

"This is our first time here. Since s.Oliver has expanded the bag segment, we took the opportunity to exhibit at ILM. The specialist retailers have recognized that s.Oliver once again has a good range of bags and are giving us positive feedback. We offer fashionable bags with a high LUG, even at entry-level prices. Good themes for the coming winter are crocodile, leo and teddy."

Marina Prabucki, s.Oliver

"We are delighted with our top position. After a somewhat sluggish start on Saturday, things went much better on Sunday. The visitor structure is more international than last time. And the retailers are in a good mood. Much better than expected."

Thomas Nickel, Aleon

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"Things are going well. We are satisfied and positive. We have to accept the challenges and move forward in a good mood. In terms of orders, we are benefiting from the trend towards durable and high-quality products. Especially for men. Weekenders with well-thought-out interiors and business bags with a light vintage effect as well as functional rucksacks that can also be used as overnight bags are doing very well."

Christiane Brunk, Braun Büffel

"We are satisfied. Luggage is particularly popular: hard shell, soft luggage and also our nylon range. When people are travelling a lot, they need a lot of luggage. We had many international visitors at our stand: from Spain, France, the Netherlands, Turkey, Qatar, Libya, Russia, Cyprus, Eastern Europe and Scandinavia. There is also a lot of writing going on here - the trade fair is still a focal point."

Stefania Zanetti, Brics

"At Tosca Blu, we show shoes and bags, whereby the shoe product is currently in greater demand. Christmas business was not satisfactory for many retailers, you can feel that. There wasn't enough activity. At Adax, we are extremely satisfied. Retailers don't have to pre-order as much. The products are durable and functional, and that's popular."

Mario Kolb, Tosca Blu & Adax

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"We came to ILM in a positive mood and, as always, in good spirits. All customers accepted our invitation. In terms of bags, either small or large models are in demand. The medium formats a little less. We offer products that our customers can sell well. The topic of 'affordable luxury' is essential. I would say that's the keyword for our success."

Dave de Boer, Coccinelle, Guess, Valentino, Byblos u.a.

"We are happy to be here. Things are going better than expected. We have met both existing and new customers. The dialogue is important: seeing faces and showing presence. That's what matters. We are looking for lightness - in every respect. Mentally, as well as with the suitcase."

Carlotta Jersch, Horizn Studios

"We are satisfied. We were on hold because of Covid, but now customers are rediscovering us. Our good quality products with high margins are popular. We offer a wide range of colours, but we have noticed that people are looking for more subtle colours. It's all about easy sales and fewer markdowns."

Florian Huemer, Hexagona

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"The first day in particular was sensational. We were able to welcome many international customers and also new customers. Banana bags are a huge topic. Gold is also on the rise again."

Georg Picard, Picard

"Everything was great! We were very busy on all days and received a lot of praise from customers for our colourful collection. Berry colours and metallics, as well as teddy, are fashionable. Backpacks and small shapes are doing best."

Stephan Perl, Emily & Noah

"The trade fair went really well for us. We don't have a showroom, so customers come to us at the trade fair. We presented many new products, including more functionality in our backpacks. The topic of handbags, especially moon bags, was so well received that we have expanded this segment. There's no other way to put it: the trade fair is simply good for us. We are planning a larger stand next time. An event with other backpack brands would be nice."

Dominique Legatzki, Got Bag

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