



Press Release | 08. December 2022

Sooner, faster, better.

Four weeks earlier than usual, ILM will once again open its doors in Offenbach from February 4 - 6, 2023. Preparations are in full swing. All internationally important brands have confirmed their participation. Exciting side events, including lecture series, trend previews and cooperations with media and retail partners, make the trade show the place to be.

NEW DATE. *With the new, early date, ILM is making a clear statement and demonstrating its unreserved commitment to the industry. "ILM does what the industry wants and, above all, needs," says Arnd Hinrich Kappe, Managing Director of Messe Offenbach, explaining the early date. Our advantage is that we are flexible and can respond to the requirements and wishes of our brands and visitors at any time, even at short notice." The new date at the beginning of February is welcomed by the industry. At 85%, ILM is almost fully booked for the upcoming edition. All the major German and international brands will be flying the flag in Offenbach. Only some suppliers from the luggage segment still have to accept travel restrictions. "Thanks to the continuous, positive developments in Asia, however, we assume that these brands and visitors will also be present in Offenbach again in the near future," says Arnd Hinrich Kappe, looking to the future with confidence.*

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ILM

FUTURE-ORIENTED. *In addition to the extensive product range, ILM impresses with its high-quality supporting program. Numerous lecture series, including Trend Previews by trend analyst Karolina Landowski, inspiring talks (with the trade magazines Lederwarenreport, Textilwirtschaft, TM, J'N'C) and scientifically based analyses enable brands and visitors to expand their know-how and apply it in their own companies.*

"Together, more is possible" is the motto of the cooperation, which promises exciting insights into the retail concepts of the future. Arnd Hinrich Kappe, the Sabu and Assima hoch 2 purchasing associations and industry expert Günter Althaus have agreed to work closely together on this. The focus is on the "Cool Hunter" initiative and the C4BB platform, Center for Bags and Brands. As part of the "Cool Hunter" project, students from the Baden-Württemberg University of Applied Sciences are conducting research in 15 cities to find out how modern retail functions today and in the future. The solution approaches and results will be presented at ILM. These results offer visitors practical examples that demonstrate which approaches can be implemented conceptually. In addition, the retail company rated best in this market analysis will be presented with an award in Offenbach in May 2023.

MORE CONTENT! *At ILM EDITION #157, the Content Crew will again be live on site to capture honest voices, emotions and daily business. The team has been doubled in order to report even more focused and more frequently about interesting products and highlights of the show. The contributions will already be available on the ILM website in the evening.*

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"We are thus expanding our reach and enabling everyone who cannot be at the trade fair to find out about the latest products and industry topics in real time and, above all, authentically," says Arnd Hinrich Kappe, describing the successful project.

INDIVIDUAL, INNOVATIVE, NEW. *Innovation also in the area of fashion. Instead of the runway show, the latest collections of the brands are now staged live, individually and pointedly by individual models within the exhibition halls. Arnd Hinrich Kappe describes the advantages of the new, valuable and inspiring staging: "We bring the top sellers to the visitors and not vice versa. High-quality photo shoots complement the live presentation, which will attract even more attention in the aisles."*

No ILM without the Afterwork Party. Personal exchange and a shared evening out play a particularly important role in challenging times like these. The community meets for a relaxed after-work drink in the foyer of the trade fair on Saturday and Sunday evenings.

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