



Press Release

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From 29 June to 1 July with a new concept

TRENDS UP WEST is on course for record-breaking success

One thing is already certain: the first year-round edition of TRENDS UP WEST will take place from 29 June to 1 July 2024 with a record number of exhibitors. The three organisers Willo Blome (blomus), Florian Burghard (Sompex) and Marco Hübecker (fleur ami) are currently expecting more than 220 exhibitors and brands at the Areal Böhler in Düsseldorf. This means that the sixth edition of the Trend Show clearly tops the previous five seasonal editions in terms of the range of exhibitors.

"The positive feedback on our repositioning shows that the decision to establish a leading event for the West is the right one," says Willo Blome on behalf of the trio of organisers. Well-known names such as ASA Selection, Bloomingville, Brabantia, G. Wurm, Giftcompany, Glaskoch, IHR, Le Creuset, Lurch, Pad Home Design Concept, Räder, Soxs and Vosteen have already confirmed their participation.

The most important change for TRENDS UP WEST is that two halls will be used in early summer, creating an even more spacious atmosphere. This also means that there is still a space available on the Bohler site for last-minute bookings before the TRENDS UP WEST team starts organising the halls at the beginning of next week.

The opening hours will also be organised to suit the time of year: On Saturday, the exhibition will be open into the evening for busy retailers who can only come later in the day, so that trade visitors will still have the opportunity to take part in the get-together (Saturday⁺) after their tour of the halls.

The services ensure a carefree event experience: the offer includes free parking, varied catering, moderate admission prices and digital visitor registration, which is so uncomplicated that guests can easily register on site.

Project manager Christian Kasch will continue to intensify visitor marketing in the coming weeks until the start of TRENDS UP WEST: "Every speciality shop, every retailer in North Rhine-Westphalia and beyond must experience how unique TRENDS UP WEST is and that it can provide important impetus for the retail sector in these times. TRENDS UP WEST is an order event with charm and a trend factor."

For retailers, the new date in early summer allows them to start thinking about their product ranges for 2025 at an early stage. The brands from the lifestyle, home and kitchen accessories, cookware, tableware, candles, lighting, home textiles, stationery, gift items, toys, small electrical appliances, fashion, food and gourmet sectors enable a versatile mix of product ranges for GPK specialist retailers, concept stores, furniture retailers, department stores, specialist kitchen shops, Internet pure players, as well as for interior designers and contract designers.

Trade visitors will also be able to make exciting discoveries in the "Newcomer Spaces": Due to the many requests for smaller spaces (10 sqm) for lower budgets, the organisers have developed a concept for start-ups and newcomers that is in very high demand. "We are particularly pleased about this because we have recognised a need in the industry with this format and found a good solution that increases the attractiveness of the overall event," says Kasch.

With this set-up, TRENDS UP WEST is now strengthening its visitor approach as far as the Benelux countries to make it clear that there is no comparable event in Germany where work and life merge in such a pleasant way.

For more information on the event concept or how to take part in TRENDS UP WEST, please contact project manager Christian Kasch (phone: [+49 \(0\) 211 52280920](tel:+49021152280920), mobile: [+49 \(0\) 171 7301652](tel:+4901717301652), e-mail: Christian@TrendsUpWest.com).