



Düsseldorf, 10 January 2025

Press Release

**Only a few weeks left until the end of the registration period**

## **TRENDS UP WEST 2025 offers a variety of topics like never before**

**The new year is now here and preparations for TRENDS UP WEST 2025 are in full swing. There are only a few days left for potential exhibitors to register for the lifestyle show from 28 to 30 June 2025, as the deadline is 31 January. One thing is already certain: the event at the Areal Böhler in Düsseldorf will offer more themes and exhibitors than ever before. Accordingly, the motto of the 7th edition is TUW edition also: "The Next Level"**

The two exhibition halls continue to fill up - a clear sign of the attractiveness of the early summer show in Düsseldorf. With currently 255 exhibitors and 5,500 square metres of exhibition space sold, TRENDS UP WEST 2025 is well on the way to achieving its ambitious target of 300 brands and 7,500 square metres of exhibition space.

### **Strong focus on the Netherlands**

TRENDS UP WEST is now firmly anchored in the Benelux countries. This is evident on both the visitor and exhibitor side, as Dutch participation has reached a new high with almost 30 registrations. The joint stand "Dutch Tides", which emphasises the importance of TRENDS UP WEST as an international platform, will be a premiere and an absolute highlight of the 7th edition. The brands Ompak, Loopvis, Riverstones, Rotpot, By B+K and Koda Amsterdam will also be taking part. "Accordingly

we will also go one better in terms of visitor marketing in the Benelux," promises TUW project manager Christian Kasch.

### **Social responsibility**

Once again this year, Areal Böhler and TRENDS UP WEST are jointly supporting social projects. Four exhibiting companies - FAIRWERK // Inntal-Werkstätten; Freckenhorster Werkstätten GmbH; Herforder Werkstätten GmbH; Lebenshilfe Gießen e.V.; W8ZIG - Die Glaswerkstatt - that employ people with disabilities will therefore benefit from a discount on stand hire. "This initiative sends out an important signal to make social responsibility more visible in our industry. We are very pleased that we are playing our part and that we can count more and more companies with a social focus among our exhibitors," explains Christian Kasch.

### **Networking for retail agencies**

The TUW community also includes the numerous trade agencies in Germany, so networking to initiate new business relationships is an additional success factor at TRENDS UP WEST. Exhibitors who are still looking for an agency can have an "Agency Wanted" sign displayed on their stand. This will give trade agencies who are coming as visitors a quick overview of how to get in touch with the relevant brands. In addition, exhibitors can use a free search entry in the agency portal of the Central Association of German Trade Associations for Commercial Agency and Distribution (CDH) to continue their agency search after the event.

### **More and more newcomers on the trade fair floor**

The newcomer programme continues to develop very dynamically. TRENDS UP WEST offers start-ups and small brands the opportunity to present themselves on a minimum size of 10 square metres - this year, 30 companies are making use of this opportunity, which further increases the diversity of the event. In the second year of participation, the size must then approach the standard size of 20 square metres, which most of last year's first-time participants did. Christian Kasch: "The programme shows that TRENDS UP WEST is an incubator for the companies of the future and thus contributes to the renewal of the consumer goods industry."

### **The 2025 service package**

The lifestyle show will continue to develop its successful theme worlds "Home, Deco & Fashion", "Gift & Paper", "Cook, Eat & Drink" and "Outdoor & Living". Saturday will remain a highlight where exhibitors and their retail partners can party into the evening. The price level will remain the same despite increased additional costs: Exhibitors can purchase visitor codes for admission tickets at a price of 10 euros, otherwise the regular admission price will remain at 20 euros. In addition, there will be a further 10 per cent discount on top at various partner hotels. The service package also includes free premium catering from breakfast and a lavish lunch to coffee and cake and - hopefully in keeping with the early summer temperatures - frozen yoghurt.

### **Invitation to the TUW community**

"TRENDS UP WEST is more than just a B2B event - it is an event with esprit and charm, supported by a growing community. We invite all players to join us,

to make TRENDS UP WEST a success together," says Willo Blome (blomus), who is organising TRENDS UP WEST together with Florian Burghard (sompex) and Marco Hübecker (fleur ami).

**Review 2024 and info**

With 240 brands and over 3,000 trade visitors, TRENDS UP WEST achieved a very good result at the end of June 2024. 80 per cent of visitors rated the event as "interesting" or "very interesting". Further information can be found on the official TRENDS UP WEST website: <https://trendsupwest.com>