



Press release

Sundern, July 2, 2024

pole position in the second half of the year

Breakthrough in the west!

The heavy thunderstorm over Düsseldorf on Saturday evening charged TRENDS UP WEST with plenty of energy for the rest of the event. On Sunday and Monday, June 30 and July 1, retailers flocked to the Areal Böhler and ensured a successful first annual edition of the trend show in the west.

"We are delighted because TRENDS UP WEST is and remains unique, especially as an annual event. There was a positive mood in both halls despite the tense consumer atmosphere in the retail sector. Exhibitors and retailers form a community because they have fun when they do business together here", explains Willo Blome (blomus) on behalf of the organizer trio with Florian Burghard (sompex) and Marco Hübecker (fleur ami).

With 240 brands, TRENDS UP WEST underlined its independent character as a boutique trade fair: High-quality products from all consumer goods sectors were on display, including many lovingly designed handcrafted goods. New products for 2025 were shown here for the first time, as TRENDS UP WEST has taken up the pole position among consumer goods fairs in the second half of the year. Retailers, interior designers and press representatives made numerous exciting discoveries and many shared their impressions on social networks. In total, the posts relating to TRENDS UP WEST achieved more than 300,000 impressions and the account now has over 2,000 followers.

And although the consumer mood in Germany is still characterized by nervousness, business in the Alte Schmiedehalle and the Kaltstahlhalle was good. Many retailers were encouraged to place orders by the diverse and curated product selection. After a slow Saturday - due to the hot weather, the presence of many smaller retailers in their stores and the European Championship matches - TRENDS UP WEST kicked into high gear on Sunday morning and Monday was also very well attended. In total, more than 3,000 guests came to the 6th edition of the trend show, 1,000 more trade visitors than at the spring edition in 2023.

"We are aware that the biggest challenge is not the exhibitor line-up, because that is top-notch. We must establish TRENDS UP WEST as a benchmark for retailers in the West and beyond. That's why we have stepped up our visitor marketing activities once again - in social networks, with newsletters, media cooperations and personal contacts - and have now seen

that this commitment is bearing fruit, as we were able to welcome many guests to TRENDS UP WEST for the first time", reports Project Manager Christian Kasch. Those who were unable to be there in person can at least take part in [a virtual tour](#).

Many brands such as Design Letters, Fred liebt Irma, Luna Via and T.Tolein were exhibiting at TRENDS UP WEST for the first time this year. The many small start-ups and manufacturers are constantly offering retail customers new, high-quality surprises for their assortments in the Home Decor, Cook & Eat, Gift & Paper and Outdoor Living segments. Large, well-known brands such as Giftcompany, Good Old Friends, Räder and Pad form the basis for the product range.

Many companies that initially wanted to wait and see how TRENDS UP WEST proves itself as an annual event have already signaled their participation for 2025. So the indications are good that the last weekend in June before the major vacations will establish itself as a fixed date in the retail trade's calendar - from June 28 to 30, 2025, it will once again be time for TRENDS UP WEST.

Trends Up UG (haftungsbeschränkt)
Zur Hubertushalle 4
59846 Sundern
www.trendsupwest.com