

**Presse**  
**Press**

***tag it!* by GDS – the show for private label in shoes and accessories – from 29 July to 1 August 2014**

**New trade fair format for private label manufacturers of shoes and accessories**

The debut of GDS as the global destination for shoes & accessories in July 2014 will be running in parallel with a new revised trade fair format: *tag it!* by GDS – the show for private label in shoes and accessories, which will be held from 29 July to 1 August 2014 as the logical development of the former GLOBAL SHOES exhibition. The new trade fair format is aimed at international manufacturers and retailers of footwear and accessories with the focus on private label production. The trade fair, which starts one day earlier than GDS, is the world's only exhibition that covers private labels for footwear and accessories and caters for all the relevant market players and indeed at the right time for orders.

Kirstin Deutelmoser, Director of GDS and *tag it!*, explains the new format: "We have understood that the market has a need for trade fairs with a clear focus. With *tag it!* by GDS we want to reflect the needs of the market and offer manufacturers and retailers a structural and conceptual framework for their business. Several leading European private label manufacturers have already expressed themselves very positively about our new format."

Owing to changes in the market and also structural changes, there has been an increasing focus on the manufacturing of private label



Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
InfoTel +49 (0) 2 11/45 60-9 00  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Joachim Schäfer  
Bernhard Stempfle  
Hans Werner Reinhard (Stv. GF)  
Vorsitzender des Aufsichtsrates:  
Dirk Elbers

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

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products not only in parts of Europe but also in growth markets such as Northern Africa and Latin America. According to estimates, the share of private label products in the European retail trade is set to rise further (to over 50% by 2015)\*. While the market volume is increasing, *tag it!* by GDS provides an ideal information and order platform for private labels of footwear and accessories. It is an ideal supplement to GDS, as it covers the segment which is so important in terms of trade fair policy while also including all the relevant international manufacturers.

The clear segmentation of the halls, with a presentation of future private label manufacturers from Europe, Latin America, East Asia and Northern Africa and their latest collections, make it easy for international buyers to find exactly the information they need. In the future there will be clearly separated placements of European, East Asian, Latin American and African exhibitors within *tag it!*.

*tag it!* has its position at the end of the information process and at the beginning of the ordering process. It is a place where buyers can place the right orders at the right time. Moreover, as most retailers run both private and manufacturers' labels, synergies in international trade can be expected through the parallel character of this trade fair, alongside the leading trade fair GDS.

Another service that is provided at the trade fair is the purchasing offices which may be used by retail chains for the pre-sampling and pre-selection of final orders. Private-label manufacturers are also welcome to come to these offices and present their portfolios.

\*Nielsen Data for PLMA's 2013 Private Label Yearbook

All new tag it! by GDS activities can be found online at

[www.tag-it-show.com](http://www.tag-it-show.com)

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**Contact:**

GDS / *tag it!* by GDS Press Office  
Christiane Schorn and Maria-Sawa Possinke

Cathrin Imkampe

t +49 211 4560 991/ 996

t +49 211 4560 589

f +49 211 4560 87991

[schornc@messe-duesseldorf.de](mailto:schornc@messe-duesseldorf.de)

[possinkem@messe-duesseldorf.de](mailto:possinkem@messe-duesseldorf.de)

[imkampec@messe-duesseldorf.de](mailto:imkampec@messe-duesseldorf.de)