

Save the date for showUP

On September 2 + 3, 2018, more than 400 international brands, Dutch labels and young designers will present themselves at showUP. Here you can spot the latest products and trends and buy the bestsellers of the new season.

Over the last years showUP has grown to become an inspirational Trade Show for home & gift. The growing number of exhibitors is now divided over two halls. This edition well-known foreign brands such as Stelton, Ferm Living, Seletti and Men's Society and Dutch brands such as & Klevering, Puik and Kikkerland are present. But showUP is more. There is an interesting lecture program called listenUP and "The Store" shows retailers how to apply one theme in a store to concept, styling and collection.

Craftsmanship 2.0

This year craftsmanship is remarkably present at showUP. For example, the theme of The Store this time is New Traditions: traditional handicraft meets contemporary design. Several makers are actually at work in The Store. Furthermore, porcelain is painted by hand by the master painters of Heinen Delft Blue. The Dutch designer Floris Hovers shows his tractors, everyday he makes one, from waste and residual material. During one of the listenUP sessions Irene Vermeulen talks about trends in handmade and sustainable design, a very appropriate theme.

Nordic design

Scandinavian design is again well represented at the fair. The presence of this popular style is still growing. In addition to brands such as House Doctor, Moebe, Lakrids and Kreafunk, the Danish Design Pavilion also focuses on (now) less well-known labels. This pavilion was set up together with the Danish Chamber of Commerce with the aim to promote Danish companies that are not yet active in the Benelux and to offer a platform.



Not to be missed

At no other Trade show you will find international brands side by side with upcoming labels and established names next to young designers. All these curated exhibitors have one thing in common: they have a fresh and contemporary collection, that is carefully composed. For buyers of Home deco shops, web shops, concept stores, department stores and museum shops, but also for press, bloggers and stylists showUP is not to be missed.

More information about the exhibition, the lecture program, the map and the list of participants can be found on www.showup.nl

Will you showUP?

Where Expo Haarlemmermeer
 Stelling 1 in Vijfhuizen (near Schiphol)

When Sunday 2 September 10-18 hours
 Monday 3 September 10-18 hours

Access free after registration via the website.

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Note to the press (not for publication)

As a stylist, blogger or press you are most welcome at showUP. For image requests, collaborations and other questions, please contact Daan van Trigt (daan@showup.nl) or call +31 6 5020 6449.

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