

1+2 september 2019

**showUP**  
— TRADE SHOW FOR HOME AND GIFT —

## Buying for the season starts at showUP

**On Sunday 1 and Monday 2 September 2019, Expo Haarlemmermeer will be home to the showUP trade show. For anyone who works in the home, gifts and kids sector, it's an event not to be missed! It offers an outstanding opportunity for buying the newest collections and discovering the latest trends, and also for gathering inspiration and networking with others in the sector.**

showUP is known for its great mix of participants, with established names and brand-new labels exhibiting side by side. There will also be numerous new brands from home and abroad that you will only see at showUP. It's a unique opportunity for shops and concept stores that are looking for special items to add to their range.

showUP is divided up into well-organised and inspiring zones. You will find products for kids and babies in the growUP section, while startUP@showUP will host 8 talented young designers. Also not to be missed: the semi-annual trend update presentation and installation by buro jantrendman.

### **listenUP**

And there's more! listenUP is the lecture programme in which experts and trend-watchers fill you in on all the current topics and developments. Among the new presenters on the programme are the Trend Forecasters Hanneke Kamphuis and Marly Witteveen. Both have a background in retail and design, and will be talking about botanical lifestyle trends.

### **The Store**

The Store is a way for showUP to demonstrate how you can apply a single theme to a store's concept, styling and collection. The theme this year is Decor & Design. Prints and patterns in all shapes and sizes will be presented, with all of the products in The Store available for buying at the exhibitors of showUP.

### **Danish Design meets the Dutch**

More and more foreign brands are finding their way to the exhibition, and this year is no exception with a remarkable number of Scandinavian brands registering for the autumn edition, including OYOY, Monica Petersen and Vifa Copenhagen. They will be presenting alongside Dutch brands such as Agatha Amsterdam, Stoned Marble and Llimited Tableware.

### **UPcycle // ZERO waste**

Many labels are committed to sustainable design through recycling, mindful production practices, or creating products that encourage sustainable behaviour. UPcycle // ZERO waste was launched at showUP in February, and will once again be a prominent feature at the exhibition in September. Ten 'conscious brands' will demonstrate that sustainable production and consumption is the way of the future, leading to the design of great products that are sure to be of interest to many shops.

### **Ba Hoe installation**

The colourful Ba Hoe installation by Ulrike Jurklies (mo man tai) will be on display at showUP. Visitors will receive an eye-catching welcome at the entrance with digitally printed eco-fabrics in bright colours. The Ba Hoe Lounge is a spectacular 13-metre-long wall with matching seating elements in a variety of colours and geometric shapes.



### **FACTS**

Date	1 and 2 September 2019
Opening hours	10.00 am – 6.00 pm
Location	Expo Haarlemmermeer, Vijfhuizen, Netherlands

showUP will be held at Expo Haarlemmermeer. The venue is close to Schiphol AMS airport and is easy to reach by car and public transport.

Free entry after registration at [www.showup.nl](http://www.showup.nl)