

PERSBERICHT

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showUP looks back on successful edition - International growth is the common thread

The organizers of the autumn edition of showUP, held on 1 and 2 September, look back on a successful event. This edition of the home & gift trade show was characterized by a growth of foreign participants and visitors.

Well-known brands such as Bloomingville, Rice, SNURK, Bolia, Seletti and & Klevering showed new collections for the upcoming season. They stood side-by-side with foreign newcomers such as OYOY, Umasqu, the Danish artist Monika Petersen and Vifa Copenhagen.

Not only the field of participants was more international, there were also many more foreign visitors at showUP. The increased number of German and Belgian buyers was striking, and buyers of well-known department stores and concept stores from London and Paris were also spotted.

The 14th edition was not just about new brands and buying the latest collections, but also about getting inspired. For example, with the two colorful installations by designer Ulrike Jurklics and the interesting lectures by trend watcher Jan Agelink and Instagram expert Kirsten Jassies.

With a number of visitors of 5,700, consisting mainly of online and offline retailers, the organization can look back on a successful edition. The next edition of showUP will take place on Sunday 2 and Monday 3 February 2020, again at the EXPO Haarlemmermeer.

Note to the press (not for publication)

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