

Big bang on the Rhine New chapter for Düsseldorf

After almost ten years, Igedo Exhibitions is moving back to the other side of the Rhine with its new format **TWODAYS**. This means a move from the Areal Böhler to the ›Rheinterrasse Düsseldorf‹, a location in an exclusive and central venue directly on the bank of the Rhine, with a stylish ambience and short distances within the fashion centre of Düsseldorf.

Thus **TWODAYS** starts with Edition #1 parallel to the Düsseldorf Fashion Days and the Fashion Festival in July. Edition #2 will also take place in the ›Rheinterrasse‹ at the end of August.

Two compact, relevant dates for each season: Here, **TWODAYS** focuses equally on fashion, shoes, accessories and bags. We will also continue to offer Neonyt Düsseldorf as a central business and communication platform for sustainable fashion and lifestyle products as well as innovative technologies and creative solutions. During **TWODAYS** Edition #1 & Edition #2, our showroom concept will start one day earlier and will therefore offer a longer presence for orders.

How did this pioneering decision come about? The main task of an event organiser is to bring supply and demand into harmony. Furthermore, the fashion and shoe industry in particular is calling for, if not permanent, then at least targeted change. Igedo Exhibitions is now addressing all of this by showing that it can act flexibly and fulfil the current needs of the industry by moving to the "Rheinterrasse".

"Of course, with the Rheinterrasse we are moving much closer to the KWS (Kaiserswerther Straße) and therefore closer to the buyers. Recently, the distance across the Rhine has become a little too long for some shoppers, and we are now taking this into account. The "Rheinterrasse Düsseldorf" not only convinces with its location in the heart of the city of fashion, but also offers a great ambience and a high quality of stay for visitors, especially on the outdoor areas facing the Rhine. There are also plenty of parking spaces directly on the Rhine bank," says Philipp Kronen, Managing Partner of Igedo Exhibitions.

We are very much looking forward to the first editions of our **TWODAYS**, but we are also leaving the Areal Böhler with a teary eye, as we have been able to spend many good years there,' says Ulrike Kähler, Managing Director of Igedo Exhibitions. But now it's time to turn our attention to the future and to offer the industry two great events in the summer. "The space at "Rheinterrasse" is limited, but we are well prepared for



the summer edition to be able to respond dynamically to increased demand. As always, there is still a lot to do!" Ulrike Kähler concludes her statement.

Adjusted running and opening times for focused and effective ordering: the respective editions open for exhibitors and visitors on Saturday with the soft opening from 11.30 am. On the Saturday evenings, Igedo Exhibitions invites the participants to a „sundowner“ on the outdoor terrace of the location with a view onto the Rhine.

- Edition #1 | 19 - 21 July 2025 with the Showroom Concept from 18 - 21 July 2025, together with Neonyt Düsseldorf during the Düsseldorf Fashion Days
- Edition #2 | 23 - 25 August 2025 together with the Showroom Concept, which starts on 22 August 2025.

Opening hours:

- ❖ Friday: 09:30 - 18:00 (Showroom Concept only)
- ❖ Saturday: 11:30 - 18:00
- ❖ Sunday: 09:30 - 18:00
- ❖ Monday: 09:30 - 16:00

Düsseldorf 31.03.2025 / Igedo Exhibitions

Activities of Igedo Exhibitions

[igedo.com](https://www.igedo.com)

Further information on **TWODAYS**

[twodays-duesseldorf.com](https://www.twodays-duesseldorf.com)

Further information on Neonyt Düsseldorf

[neonyt-duesseldorf.com](https://www.neonyt-duesseldorf.com)

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