



## **Spielwarenmesse 2015 presents the lifestyle of kids in entrance Mitte**

From the cradle onwards, children take steps towards developing their own style. They express their frequently changing preferences with clothing, accessories and toys. Their individual personality emerges from these test phases. Lifestyle products run through the entire spectrum of consumer goods and so also through all the product areas of toy retailers. The Spielwarenmesse's new product group of Fashionable and trendy articles invites retailers to take into account the growing importance of products for children and young people with which they can express their lifestyle. From 2015 onwards, trade visitors will find 50 suppliers who focus on this range of goods in a single dedicated area. Companies will exhibit Fashion & Accessories, Home & Decoration, Designer Toys, Stationery, Fan and Souvenir Articles and Licensed Products in the central entrance hall. From 28 January to 2 February 2015, buyers and traders can get detailed information on the trend-conscious product group at the Spielwarenmesse in Nuremberg Exhibition Centre and in advance online at [www.spielwarenmesse.de/lifestyle](http://www.spielwarenmesse.de/lifestyle).

More than 250 companies will exhibit products relating to Lifestyle and Trend Articles at the Spielwarenmesse. The number of suppliers focusing on this range is constantly on the rise. For the first time companies such as Samsonite GmbH, the leading brand for luggage, and the Italian fashion brand Perletti S.p.a. will exhibit their kids collections at the Spielwarenmesse. Jonathan Dory, General Manager Kids category of Samsonite, is looking forward to the importance given to lifestyle products at the Spielwarenmesse 2015: "With our new Disney by Samsonite collection in the kids segment, toy retailers can sell vibrant bags, backpacks and luggage in the most popular Disney designs. That's why we felt we needed to be present at the Spielwarenmesse with a great booth in the lifestyle area." International Business Manager Roberto Reguzzi sees the new product group as the key to new customers for Perletti S.p.a.: "Concentrating the lifestyle products at the Mitte entrance means we meet our exact target group at the Spielwarenmesse, namely retailers who value Italian style and



quality. They can extend their range of current licenses with our umbrellas, kids accessories, rain coats and rain boots."

Birgit Klosterman, Managing Director of bb-Klostermann GmbH + Co. KG bb Schönes Schenken, has long discovered the lifestyle potential of the Spielwarenmesse: "For us, the Spielwarenmesse is a perfect platform to showcase our accessories and gift items in an appropriate atmosphere. We meet our most important customers here in Nuremberg – both national and international ones. You can't ignore the Spielwarenmesse – for us, it is and remains the most important door opener for success and progress."

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### **Spielwarenmesse®**

The fair and marketing provider Spielwarenmesse eG organises Spielwarenmesse®, the leading international fair for toys, hobbies and leisure-time activities. The trade fair serves as a comprehensive communication and order platform for 2,700 national and international suppliers. The presentation of new products and exhaustive overview of the industry provide a valuable pool of market information for around 75,000 buyers and retailers for the year ahead. The name Spielwarenmesse® has been a registered trademark in Germany since 2013. Fair dates: Spielwarenmesse® Wednesday to Monday, from 28.01.-02.02.2015