

Issue
June 19, 2024



Inhalt

Kunden

Adidas: How Terrex Has Forged Its Own Path by Connecting Athletic Culture With Nature	Seite 04
Millet: ushers in local and high-tech made trail running shoe	Seite 05
Puma: Made in France ... by Puma	Seite 05
Puma: New warehouse will support growth in 'crucial' US market	Seite 06
Under Armour: Extends Deal with University of Maryland Through 2036	Seite 06

Marktgeschehen

Asics: Is the Fastest-Growing Footwear Brand in the U.S. Outdoor Specialty Market	Seite 08
Golden Goose: IPO will give valuation of around €1.75 billion	Seite 08
HanesBrands Is Selling Champion to Authentic in \$1.2B+ Deal	Seite 09
Running solutions launched by Coats Footwear	Seite 10
Supremo: übernimmt Kappa-Lizenz	Seite 11

Wettbewerb

Assomac: Slow sales of footwear machinery bring down Assomac export figures	Seite 12
Main Group Technologies: DataLab	Seite 12
Main Group Technologies: Productive solutions	Seite 12
Stemma: Shoe Machinery Equipment Exhibition	Seite 13
TienKang: GENTREX SCF Physical Foaming Injection	Seite 13

Branchennews

Inhalt

Branchennews

Biggest ever trade mission to Colombia for Brazilian shoe brands	Seite 15
EU approves new Ecodesign Rules	Seite 15
Ortholite joins The Conservation Alliance	Seite 16
Portugal - Footwear industry invests boldly	Seite 16
Primary data helps Equip improve its carbon footprint calculations	Seite 17
Slowdown in US footwear price increases	Seite 17

Desma

Desma: DESMA House Fair	Seite 19
Desma: Many greetings from the Guangdong International Shoe Machinery Expo	Seite 19
Desma: Unter dem Motto "Zukunft jetzt!"	Seite 20

Messen

Expo Riva Schuh: Celebrates 101st edition	Seite 21
Future Fabrics to debut Footwear Innovation Hub	Seite 21
SHOES DÜSSELDORF returns this September	Seite 22

Verbände

HDS/L: Mitgliederversammlung & Symposium in Pirmasens Schuh- und Lederwarentag	Seite 24
VDMA: First plus for one and a half years	Seite 25

Kunden

Adidas: How Terrex Has Forged Its Own Path by Connecting Athletic Culture With Nature



The story of Adidas Terrex — and of the brand's overall presence in the outdoors — is one of evolution.

The German athletic giant's history in the outdoor market dates back to 1934, when founder Adolf Dassler created his first light hiking boot for his wife, Kathe Dassler. More than 40 years later, Adidas launched a light hiker in 1978 for Italian climber Reinhold Messner for his ascent of Mount Everest.

Adidas has also acquired some of the most popular brands in outdoor footwear in the years since,

snapping up Salomon in 1997 and Arc'teryx in 2001 (which were both sold to Amer Sports in 2005). It also bought 5.10 in 2011, which it still owns. And in 2008, it formally created the Adidas Outdoor business unit, which oversees the Adidas Terrex and 5.10 brands.

Carla Murphy, senior vice president and global general manager of Adidas Outdoor, told FN that the team's focus has always been on connecting athletic culture with nature, offering a point of differentiation from others in the outdoor space. Adidas' mindset is centered around the idea of outdoors for all, pairing performance with style — and ultimately, the feeling of connecting rather than conquering.

This premise was brought to life in 2018 with its Free Hiker, a franchise Murphy called a breakthrough moment for Adidas Terrex and one that revolutionized modern hiking. "We put Boost midsoles into [boots that were] notoriously heavier, leather. It was lightweight, there was color and functionality," Murphy said. "And we saw its adoption being diverted to everyday [wear] because of lifestyle blurring. People were no longer just going out for adventures. They were wearing adventurous gear all day long."

More recently, Murphy said Adidas scored a big win in trail run with the Agravic Speed Ultra that debuted in April. Terrex used Adidas' top-tier running tech to create a shoe ideal for running fast on the descents and that offered shock absorption for knees. The franchise will expand over the next three years with updates, including Gore-Tex gaiters.

"One thing we're seeing in this space is the blurring of lines between trail running and fast hiking," Murphy said. "We're moving into this new consolidation where trail running footwear is being opted for in hiking pursuits because it's light, fast, technical."

Looking ahead, Adidas Terrex is banking on its upcoming Skychaser franchise, debuting in spring 2025. Murphy described the Skychaser as an affordable, mid-tier technical hiker that is a "everything you need, nothing that you don't."

Quelle: <https://footwearnews.com>, Juni 2024

Keywords: Adidas



> Kunden

Millet: ushers in local and high-tech made trail running shoe



French mountaineering specialist Millet is introducing the second edition of a trail running shoe made in France by ASF 4.0 (for Advanced Shoe Factory), a Chamatex Group company. As a brand partner of this highly automated facility, along with Salomon and Babolat, Millet can thus not only better control production, but also significantly reduce its carbon footprint.

Part of the brand's Intense trail running range, it features a woven Matryx upper, a concept developed and patented by Chamatex. Combining nylon and Kevlar, the breathable and rugged component is made without generating waste and reduces manufacturing steps compared to conventional shoe designs. The

reference is equipped with Michelin Reattiva soles, and its shock-absorbing EVA sole contains 25% recycled EVA.

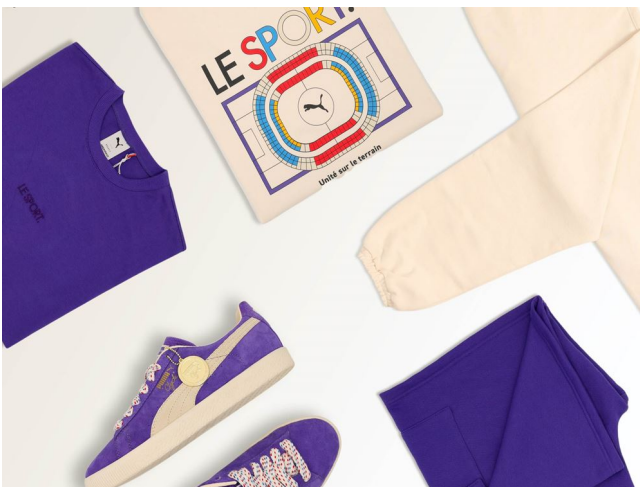
Offered in three colourways, it will be available on Millet's website and stores, including its latest boutique, which opened in the Saint-Germain-des-Prés quarter of Paris late last year.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Millet; high-tech made trail running shoe



Puma: Made in France ... by Puma



German sports brand Puma is nurturing its ties to France, its style and its sports, with the launch of a capsule collection entirely made in the country.

The purple-themed range includes hoodies, T-shirts, cargo shorts and Puma's ever-popular Clyde. This is the second such collection, which the company says is driven by a desire to support the local industry and emphasise its attachment to fashion and innovation.

The campaign, led by footballer Thierry Henry, features an array of local celebrities in art, gastronomy, dance, photography and Olympic sprinter Wided Attatou.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Puma



> Kunden

Puma: New warehouse will support growth in 'crucial' US market



Sports group Puma has opened a new distribution centre in Arizona. It said the new facility would support growth "in the crucial US market". It said this was one of the company's strategic priorities.

The new warehouse, located in the town of Waddell, around 40 kilometres from Phoenix, covers an area of around 110,000 square-metres. Puma said it had installed a high level of automation at the site, including automatic retrieval, storage robots and 5 kilometres of conveyors.

It will use the distribution centre to process orders from wholesale partners and for orders for products from its golf subsidiary, Cobra.

It already has distribution centres in California and Indiana.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Puma



Under Armour: Extends Deal with University of Maryland Through 2036



Under Armour and the University of Maryland are extending their decades-long partnership.

The Baltimore, Md.-based sporting goods company announced on Monday that it extended its agreement with the University for another 12 years, through 2036. Under the deal, the two entities solidify a partnership that has existed since the early aughts.

"The University of Maryland holds a special place in my heart because it's where our brand was born," said Under Armour founder and chief executive officer Kevin Plank, who served as the University's football special team's captain before he graduated in 1996. "We're

excited about the next chapter of this partnership which will entail working closely with Maryland's elite athletes and tapping further into the entrepreneurship and innovation hub that exists right in our own backyard."

In 2004, the sportswear company began outfitting Maryland's football program. In 2009, Under Armour became the exclusive footwear, apparel, and equipment outfitter for Maryland's varsity athletic teams. Under the renewed agreement, Under Armour will now also outfit the University's club and intramural teams and will be involved in

> Kunden

marketing efforts and activations to celebrate student athletes. The deal also includes an NIL Brand Ambassador Program for student athletes to be compensated for promoting Under Armour products on social media.

“Maryland and Under Armour are perfect partners, connecting founder Kevin Plank with his alma mater. We are excited that this rich tradition will continue for the next 12 years in a strong partnership with Under Armour,” said Damon Evans, the Barry P. Gossett Director of Athletics at University of Maryland. “Our Terps proudly wear Under Armour, and this agreement showcases UA’s unwavering commitment to the University of Maryland, our supporters, and our fans.”

The deal marks the latest for Under Armour, who earlier this month inked a new deal with USA Football, the sport’s governing body in the United States and the organization responsible for creating and leading the U.S. National Teams. The new multi-year partnership extends through the 2028 Summer Olympics in Los Angeles and positions the sportswear brand as the official and exclusive uniform, apparel, and footwear partner of USA Football, including the U.S. men’s and women’s national teams.

Last August, Under Armour re-signed a deal with Notre Dame, extending its position as the university’s apparel partner for another 10 years. In 2022, Under Armour paid a more than \$67 million settlement to UCLA for not honoring the terms of their \$280 million contract. The company has also retreated from other athletic sponsorship deals with the University of California, Berkeley; and the universities of Hawaii and Cincinnati.

Quelle: <https://footwearnews.com>, Juni 2024

Keywords: Under Armour



Marktgeschehen

Asics: Is the Fastest-Growing Footwear Brand in the U.S. Outdoor Specialty Market



Asics is having a moment in the critically-important outdoor specialty retail channel.

On Monday, consumer insights firm Circana announced the winners of its fourth annual Outdoor Sports Retail Performance Awards. Circana explained its awards acknowledge the fastest-growing brands in the U.S. outdoor and snow specialty retail channels based on in-store and e-commerce sales revenue according to its Retail Tracking Service data.

For the 12 months ending March 2024, Circana confirmed Asics was the fastest-growing footwear brand in the U.S. outdoor specialty market.

Footwear brands that have won the award in the past include Hey Dude, Hoka, On and Vans.

Other winners in 2024 include Arc'teryx (apparel), Stanley (equipment accessories) and Cotopaxi (accessories), among others.

"The outdoor industry is meeting its customers at the corner of all their lifestyle needs, from campgrounds and sports fields to backyards and travel adventures," Circana sports equipment business vice president Michele Arnold said in a statement. "In recent years, the market has welcomed more and more casual consumers seeking new experiences for physical and mental health, as well as the convenience and versatility that many outdoor products deliver on. We are thrilled to recognize the successes of companies that are playing an important role in shaping the future of the outdoor industry."

Quelle: <https://footwearnews.com>, Juni 2024

Keywords: Asics



Golden Goose: IPO will give valuation of around €1.75 billion

High-end athletic shoe brand Golden Goose has confirmed that it will list shares worth approximately €100 million on the Euronext Milan exchange. The listing is likely to take place before the end of June.

It announced on June 11 that the offer price for this initial public offering would be €9.50 to €10.50 per share.

This would mean a market capitalisation of the company of between €1.69 billion and €1.86 billion. Golden Goose reported full-year revenues for 2023 of €587 million. This represented growth of 18% compared to the previous year.

Chief executive, Silvio Campara, said: "We have built a brand that people love and are loyal to. We have delivered strong, profitable growth with a purpose. The brand's mission is to unleash self-expression through authenticity and



> Marktgeschehen



uniqueness.”

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Golden Goose



HanesBrands Is Selling Champion to Authentic in \$1.2B+ Deal



HanesBrands Inc. has finally crossed the finish line with Champion, cutting a deal to sell the active brand to Authentic Brands Group for \$1.2 billion, with the chance to pull in up to another \$300 million depending on the brand's performance.

The deal, which includes the brand and some of its operating assets, confirms an April 2 report in WWD that Authentic had reached an initial deal to buy the brand for more than \$1 billion.

HanesBrands, which will use the money to pay down debt, started exploring its options for the ailing Champion brand in September.

The company has been working to reposition the business, but it's been a difficult process for Champion, which saw sales fall by 26 percent in the first quarter.

Some strategic players were said to have taken a look at Champion, but the potential of its brand won out, leading to the deal with Authentic, which specializes in buying intellectual property and then tapping partners to help build brands anew.

“This strategic move demonstrates Authentic's commitment to expanding its portfolio of iconic sports, lifestyle, entertainment and media brands and will increase its system-wide annual retail sales to more than \$32 billion worldwide,” Authentic said in a statement.

The deal extends Authentic's reach in the growing active segment, where the company already owns Reebok.



> Marktgeschehen

Jamie Salter, chairman and chief executive officer of Authentic, said; "Over the last few years, the addition of new brands together with the expansion of live events has grown Authentic into a world leading sports and entertainment licensing company. Bringing Champion into the fold further expands our position in this space."

Founded in 1919, the brand is known for its "C" logo and collaborations with brands such as Supreme and Todd Snyder. Champion currently operates in more than 90 countries with over 40 percent of business coming from outside North America.

Champion's long history will give Authentic plenty to work with once the deal closes, expected in the second half.

Nick Woodhouse, president and chief brand officer of Authentic, said: "Our successful efforts igniting Reebok's momentum in sports have created a playbook to achieve a similar feat with Champion. With expansive reach, differentiated channel strategy and a balanced strength across its women's and men's businesses, Champion has profoundly influenced sports culture. This is the perfect time for the brand to make a significant impact as women's sports continue to broaden their presence and fandom worldwide."

The deal also gives HanesBrands a chance to build in innerwear with its Hanes, Bonds, Maidenform and Bali brands.

Steve Bratspies, HanesBrands' CEO, said the sale will ultimately simplify the business, improve its balance sheet and enhance operations.

"As we begin the next chapter for HanesBrands, we believe we're in an even stronger position to further extend our leadership in innerwear, pursue new cost reduction opportunities as we ensure we have the right operating structure in place, and advance our multi-year flywheel to drive strong shareholder returns," Bratspies said.

Investors, who have been waiting for the deal to be announced, were feeling more positive on the business and shares of HanesBrands up nearly 4 percent to \$5.25 in morning trading on Wednesday.

Goldman Sachs & Co. and Evercore advised HanesBrands while Authentic worked with J.P. Morgan and BofA Securities.

Quelle: <https://footwearnews.com/>, Juni 2024

Keywords: HanesBrands; Champion



Running solutions launched by Coats Footwear

Coats Footwear has launched Running Solutions, a new range of advanced technologies including high-performance threads and innovative structural components designed for high-performance running shoes.

The portfolio aims to enhance fit, comfort, energy return, and speed for various running disciplines. It also emphasises sustainability and environmental responsibility, incorporating recycled content and adhering to Global Recycled Standards.

CEO Frederic Verague highlighted the commitment to enhancing aesthetics, comfort, and performance while improving quality, productivity, and sustainability.



> Marktgeschehen



The range includes standout technologies such as non-woven insoles, heel counters, toe puffs, eyelet reinforcements, jacquard weaving technology, and various threads.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Running solutions



Supremo: übernimmt Kappa-Lizenz



Lizenzmarke wechselt von der Fashioncenter GmbH zur Deichmann-Tochter.

Der Pirmasenser Schuhanbieter Supremo weitet sein Angebot an Lizenzmarken aus. Ab der Saison Frühjahr/Sommer 2025 startet der Lizenzspezialist mit der Sport-Lifestylemarke Kappa und ergänzt damit sein bestehendes Portfolio aus Tom Tailor, Lurchi und Romika. Supremo gehört mehrheitlich zur Deichmann-Gruppe, die über ihre Tochtergesellschaft Fasbra SE 51 Prozent der Anteile an Supremo hält.

Die VK-Preislagen für die Modelle der neuen Kappa-Kollektion von Supremo sollen sich zwischen 29 und 49 Euro bewegen und damit um rund zehn Euro unter den bisherigen Preisen. Vorgestellt wird die Kollektion erstmals auf der Expo Riva Schuh am Gardasee.

Bisher war die Fashioncenter GmbH aus Norderstedt Lizenznehmer für Kappa-Schuhe. Das Tochterunternehmen der Schmidt Group war zuletzt 25 Jahre lang mit der Lizenz der Marke Kappa betraut. Die Fashioncenter GmbH hat stattdessen die Lizenz für die Marke Lotto erworben.

Quelle: <https://shoez.biz>, Juni 2024

Keywords: Supremo; Kappa



Wettbewerb

Assomac: Slow sales of footwear machinery bring down Assomac export figures



The main representative body of Italy's tanning and footwear machinery manufacturers, Assomac, has reported an increase of more than 12.5% in exports of technology to leather manufacturers in 2023 compared to the previous year.

Assomac said this mainly thanks to a good sales performance in Europe, the Americas and Africa.

In contrast, its member companies brought in revenues that were down by 4.6% year on year for exports of

machinery for making footwear and leathersgoods. This was in spite of a good performance in the Americas and Oceania, it said.

It said the figures for 2023 confirmed the resilience of an important sector for the Italian economy, but warned that 2024 had started poorly, with exports falling by more than 20% in value in the first two months of the year.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Assomac export figures



Main Group Technologies: DataLab



Quelle: <https://www.linkedin.com>, Juni 2024

Keywords: Main Group Technologies

Even the analysis of data, which production plants are increasingly able to collect and transmit, is today a fundamental part of production efficiency: for this purpose, Main Group has developed the DataLab division, specialized in providing companies with tools to make machines intelligent systems for transmitting the information needed to improve quality, reduce costs and perfectly plan maintenance.



Main Group Technologies: Productive solutions

Safety shoes are increasingly attentive not only to protection, but also to their design and the worker's comfort,



> Wettbewerb



just like proper everyday sneakers.

Main Group's productive solutions are:

PRAGMA: for safety shoes in combined materials, TPU for outsole, expanded polyurethane for midsole

DELT-UP: for injecting safety boots up to 48 cm high, with up to three colours in thermoplastic materials

OMEGA 900: for the injection of single-, two- or multi-density safety boots in polyurethane and combined materials

Quelle: <https://www.linkedin.com>, Juni 2024

Keywords: Main Group Technologies



Stemma: Shoe Machinery Equipment Exhibition



Quelle: <https://www.linkedin.com>, Juni 2024

Keywords: Stemma



Thank you to everyone who visited our booth at the 2024 Guangdong International Intelligence Shoe Machinery Equipment Exhibition! Your interest and enthusiasm made the event a huge success.

We are grateful for the opportunity to connect with so many inspiring professionals and discuss exciting possibilities. Looking forward to continuing the conversation and exploring new opportunities together.

TienKang: GENTREX SCF Physical Foaming Injection

At Tien Kang, we believe sustainability needs constant innovation and adaptation to new technologies. That's why we're always pushing boundaries in research and development.

Our focus: Sustainability, Efficient Automation and Reduced Carbon Emissions.



> Wettbewerb



An example of this commitments is our GENTREX SCF Physical Foaming Injection! This technology utilizes Trexel MuCell® system that produce recyclable, lightweight and sustainable midsoles with superior physical properties, all while using sustainable materials.

This is just one example of our commitment to a greener future.

We won't stop:

Keep Working
Keep Innovating
Keep Challenging

Join us in building a sustainable and successful future for the footwear industry!

Quelle: <https://www.linkedin.com>, Juni 2024

Keywords: TienKang



Branchennews

Biggest ever trade mission to Colombia for Brazilian shoe brands



Thirty-four Brazilian footwear companies have signed up to take part in a trade mission to Colombia at the end of June.

Brazilian footwear companies have been travelling on trade missions to Colombia since 2018, but the group going this time will be the biggest ever.

Shoe brand representatives will take part in a preliminary seminar on June 11 to learn more about the local market. Participants will then travel to Bogotá to talk to Colombian media and then, in a series of matchmaking meetings, present their collections to buyers and retailers.

Industry organisation Abicalçados said Brazilian footwear exports to Colombia between January and April this year had reached a volume of 3.5 million pairs, an increase of 4.5% year on year.

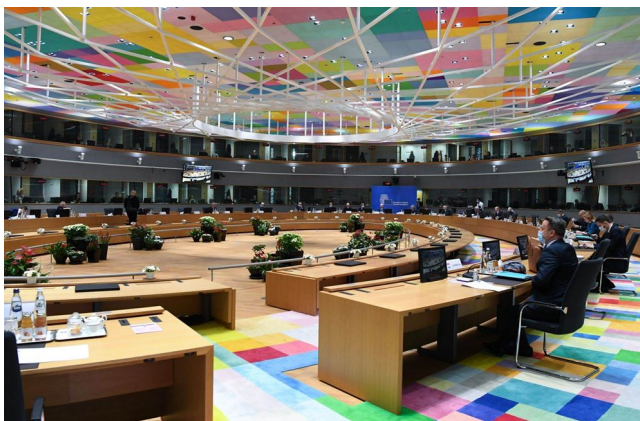
It is the sixth biggest export market for Brazilian footwear companies.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Brazilian shoe brands



EU approves new Ecodesign Rules



The European Council has approved a new "Ecodesign" framework to enhance the sustainability of products across the EU, alongside a ban on destroying unsold footwear and textiles, following the European Parliament's April approval.

Proposed by the European Commission in March 2022, the regulations aim to make products more environmentally friendly and energy-efficient. The framework empowers the Commission to establish eco-design requirements for most products, emphasising durability, reusability, reparability, and resource efficiency. Exclusions apply to motor vehicles and defense-related products.

Additionally, the regulations introduce a "Digital Product Passport" to inform consumers and businesses about products' environmental sustainability. The ban on destroying unsold textiles and footwear will take effect two years after the regulation's enactment, with exemptions for small and micro companies and a six-year

Quelle: <https://footwearbiz.com/>, Mai 2024

Keywords: EU; Ecodesign; Rules



> Branchennews

Ortholite joins The Conservation Alliance



OrthoLite and Cirql have joined The Conservation Alliance (TCA) to support its grantmaking and advocacy programs that protect North America's wild places.

This partnership aligns with over 270 companies dedicated to conservation, advancing solutions for land, water, wildlife, and people. Since 1989, The Conservation Alliance has awarded over \$32.6 million through 972 grants.

Glenn Barrett, founder and CEO of OrthoLite, commented, "We are proud to join like-minded businesses within The Conservation Alliance, which protects outdoor places where our brand partners, consumers, and team members recreate."

Conor McElyea, Senior Director of Membership and Partnerships at The Conservation Alliance, added, "We are thrilled to welcome OrthoLite and Cirql as members. Partnering with companies dedicated to conservation helps protect our wild places and supports community-based campaigns."

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Ortholite; Conservation Alliance



Portugal - Footwear industry invests boldly



The Portuguese footwear industry is investing €600 million by 2030 to become a significant alternative to Italian shoe production, according to Luís Onofre, president of the Portuguese footwear association APICCAPS.

This strategic plan focuses on qualification, sustainability, flexibility, and market presence, with 24 measures and 113 actions aimed at repositioning the sector globally.

Major projects like BioShoes4All and FAIST, highlighting automation and sustainability, are set to complete by 2025.

Portugal's footwear industry, comprising 1,500 companies and 40,000 employees, exports 90% of its production to 173 countries.

Despite recent declines in EU production, signs of recovery are emerging.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Portugal; Footwear



> Branchennews

Primary data helps Equip improve its carbon footprint calculations



Outdoor group Equip, parent company of the Lowe Alpine and Rab brands, has reported a significant reduction in CO2 emissions in its 2024 sustainability report.

It has calculated emissions of 5.84 kilos of CO2-equivalent per item manufactured. Equip has said this represents a reduction of more than 45% compared to its 2019 baseline figures.

The company also said it had carried out extensive mapping of its fabric supply chain, which meant its calculations for its latest sustainability report have “benefitted from more accurate and robust primary data”, rather than relying on secondary data estimates.

This improved methodology, combined with lower production volumes and its use of existing fabric stock in 2023 led to significantly lower emissions than in previous years, it said.

Owner of the company, Matt Gowar, commented: “While the outdoor industry was struggling with continued inventory challenges, disrupted weather patterns and the impact of global conflicts, we took a chance to look internally to ensure we remain set up for the future. We know there is still a lot of work to do, so we are engaging our supply chain to influence a step-change.”

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: carbon footprint



Slowdown in US footwear price increases



US footwear price increases decelerated in May, in line with overall consumer retail prices, according to the latest data from the FDRA. In general, however, they are still rising.

According to the latest data from the Footwear Distributors and Retailers of America (FDRA), footwear retail prices decelerated in May for the second month in a row, but were still up by 1.1% as compared to the same period of last year. This news coincides with the Bureau of Labour Statistics reporting that overall retail prices also declined slightly for the second month.

Looking at the data by segment, men's footwear saw the biggest increase last month, with prices up by 2.1% year-on-year, followed by women's footwear, which rose at a slightly lower rate of 1.4% year-on-year. On the other hand, it should be noted that boys' and girls' footwear prices fell by 1.1% as compared to May of the previous year.



> Branchennews

Gary Raines, Chief Economist at the FDRA, told Footwear News that footwear prices have risen year-on-year for the ninth consecutive month and 35 of the last 38 months. However, prices so far this year are only 1.0% higher than in the first five months of last year, supporting the organisation's outlook that footwear prices for the year could see a relatively modest increase.

"We estimate that currently there's about a two-in-three chance that retail footwear prices in 2024 will rise from 0.4% to 1.6%, giving retailers some assurance of relatively stable prices ahead for footwear. Of course, with each passing month, this forecasted range should narrow", he said to the news media.

Quelle: <https://www.worldfootwear.com>, Juni 2024

Keywords: US; footwear price



Desma

Desma: DESMA House Fair



We are making big steps towards this year's DESMA House Fair on September 24 & 25 and the preparations are in full swing. Thank you to Mpa_Style for the new article! The whole DESMA Team is very much looking forward to this event.

"The event will offer a comprehensive programme of technical lectures, presentations, live demonstrations of tried-and-trusted DESMA technologies and services as well as the latest innovations. Sustainability plays an increasingly important role at the House Fair."

Enjoy reading!

Quelle: <https://www.linkedin.com>, Juni 2024

Keywords: Desma



Desma: Many greetings from the Guangdong International Shoe Machinery Expo



Many greetings from the Guangdong International Shoe Machinery Expo! After successful days at the Shoes & Leather, the next exhibition in Guangzhou started yesterday and is in full swing.

Our DESMA Team is looking forward to welcoming you at our booth in hall 1, no. 1B20 during the upcoming days. See you there!

Guangdong International Shoe Machinery Expo

02.-04. June 2024 in Guangzhou, China
DESMA booth: Hall 1, no. 1B20

Website: <http://en.shoesmachine.cn/>

Quelle: <https://www.linkedin.com>, Juni 2024

Keywords: Desma; Expo



> Desma

Desma: Unter dem Motto "Zukunft jetzt!"



Unter dem Motto "Zukunft jetzt! Hashtag#KI und Hashtag#Nachhaltigkeit - Chancen und Lösungen für die Branche" findet am 05.06.2024 der HDS/L Schuh- und Lederwarentag in Pirmasens statt.

DESMA Geschäftsführer Christian Decker wird gemeinsam mit weiteren Führungskräften und KI Experten an der Hashtag#Talkrunde teilnehmen und spannende Einblicke zu künstlicher Intelligenz in der Schuhindustrie geben. Wir freuen uns auf einen regen Austausch und wünschen allen Teilnehmenden viel Spaß!

HDS/L Schuh- und Lederwarentag

Am 05. Juni 2024, 09:00 Uhr in Pirmasens
Ab 13:00 Talkrunde zu KI in der Schuh- und Lederwarenbranche

Mehr Informationen: <https://lnkd.in/erHSEFVt>

Quelle: <https://www.linkedin.com>, Mai 2024

Keywords: Desma



Messen

Expo Riva Schuh: Celebrates 101st edition



Riva del Garda in northern Italy has hosted the Expo Riva Schuh exhibition for the 101st time. The latest edition of the event opened on June 15, running until June 18.

Organisers said 1,300 exhibitors from more than 40 countries had travelled to the shores of Lake Garda to showcase their newest collections.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Expo Riva Schuh



Future Fabrics to debut Footwear Innovation Hub



Organised by Swiss not-for-profit The Sustainable Angle, the event bills itself as “a sourcing destination of certified, sustainably and responsibly produced materials” as well as an “educational platform for understanding the impacts of our raw material and fossil fuel dependencies, sourcing responsibly and operating within planetary boundaries”.

More than 70 mills and suppliers will have booths while 10,000 materials and “solutions” will be on display.

These include textiles from regenerative agriculture farming systems, agricultural waste innovations and regenerated cellulosic, pre- and post-consumer recycled natural materials, organic cottons, regeneratively farmed wools and animal fibres, sustainably produced silks, linen, hemp and leather.

The Laudes Foundation, Canopy and Fashion for Good will highlight innovation in low-carbon, low-impact feedstocks and fibre developments, including agro residue, plastic reduction initiatives and circular feedstocks.



> Messen

The Future of Luxury will showcase LVMH's projects in four areas: connecting creativity with nature, manufacturing better, new distribution models and more responsibly created luxury products.

The Footwear Innovation Hub will map materials and waste issues, with exhibits ranging from experimental prototypes to brands "creating inspirational new design journeys".

Anita Chester, head of fashion at Laudes Foundation, said: "The expo is a global platform showcasing next-gen and circular materials for fashion and we're thrilled to be a part of bringing together key industry players with innovative frontrunners, and build the momentum to drive a transformation of fashion towards solutions with positive impacts on climate, nature and people."

Future Fabrics Expo will take place on the June 25 and 26, at Magazine London.

Quelle: <https://footwearbiz.com>, Juni 2024

Keywords: Future Fabrics



SHOES DÜSSELDORF returns this September



The SHOES DÜSSELDORF exhibition will return on 1-3 September this year – serving as a reliable order platform for the footwear industry once again.

Kicking off the 2025 Spring/Summer order cycle and in the run-up to the trade shows, FASHN ROOMS and Neonyt Dusseldorf, Igedo Exhibitions is intensively engaged in preparations for SHOES DÜSSELDORF and decisively driving the portfolio of the Dusseldorf shoe and accessories trade fair.

"SHOES DÜSSELDORF stands for continuity, consistency and competence, uniting the protagonists in the footwear sector and providing orientation under rapidly changing market conditions, especially during challenging times," said Ulrike Kähler, Managing Director of Igedo Exhibitions.

With relevant collections by high-quality brands, the event will be showcasing all need-to-know trends for Spring/Summer 2025 and providing the sector with valuable order-related information and inspirations. Numerous trend lectures and talks on key industry topics held as part of THE STAGE will provide valuable input for the season.

Prior to this, on 27-29 July, the FASHN ROOMS show will ring in the next season's round of orders in fashion terms at Areal Böhler. Already one day before the official start of the trade show, 26 July will additionally see the Showroom Concept kick off with collections by renowned agencies. As a B2B platform for sustainable fashion, Neonyt Dusseldorf will be held on 27 and 28 July 2024 at "Bilker Bunker" for the first time and admit end users on both event days at specific times.

Through additional workshops, panel discussions and keynotes featuring industry pioneers, Neonyt Dusseldorf will



> Messen

deliver relevant insights related to sustainable fashion.

Ms Kähler added: "My team and I are actively involved in driving continuous growth, acting in line with market activities and constantly developing our events further. Our aim is that everybody is satisfied!"

Show dates:

FASHN ROOMS: 27 to 29 July 2024

Showroom Concept: 26 to 29 July 2024

Neonyt Dusseldorf: 27 to 28 July 2024

SHOES DÜSSELDORF: 1 to 3 September 2024

SHOES DÜSSELDORF: 23 to 25 February 2025

SHOES DÜSSELDORF: 24 to 26 August 2025

Quelle: <https://footweartoday.co.uk>, Juni 2024

Keywords: Shoes Düsseldorf



Verbände

HDS/L: Mitgliederversammlung & Symposium in Pirmasens Schuh- und Lederwarentag



ZUKUNFT JETZT! Oder „Die Welt wird nie mehr so langsam sein wie heute.“ Das Credo von KI-Spezialist Prof. Dr. Peter Buxmann diente als Leitmotiv für das tempo- und inhaltsreiche HDS/L Symposium, das am 5. Juni in der Schuhstadt Pirmasens stattgefunden hat.

HDS/L Hauptgeschäftsführer Manfred Junkert und HDS/L Vorsitzender Carl-August Seibel begrüßten in der ehrwürdigen Location „Alte Post“ rund 100 Gäste aus Industrie, Handel, Messewesen und Presse sowie Pirmasens' Oberbürgermeister Markus Zwick und Landrätin Dr. Susanne Ganster. Zu den für die Schuh- und Lederwarenbranche gleichermaßen brisanten und herausfordernden Themen Künstliche Intelligenz und Nachhaltigkeit boten namhafte Referenten aus Wissenschaft, Industrie und Forschung spannende

Einblicke. Eine hochkarätig besetzte Talkrunde zeigte ihre Erfahrungen und Visionen im weiten Feld der KI auf.

Wandlungsbeschleunigt! „Wie sehr passt dieser Begriff auch auf unsere Branche“, so der HDS/L Vorsitzende Carl-August Seibel. „Gerade in den letzten Jahren hat sich die Schuh- und Lederwarenbranche rasant verändert. Mit einem Tempo, bei dem es mitunter schwerfällt, schrittzuhalten. Tradierte Sicherheiten brechen weg; unternehmerische Optionen – und Risiken – ploppen auf. Was einst fest war, ist nun flüssig! Willkommen im Betrieb der digitalen Moderne!“ Nicht nur im weiten Feld der KI, auch im Bereich der Nachhaltigkeit sieht der Schuh-Experte viel Entwicklungspotenzial für die Branche. „KI ermöglicht Produktivitätssteigerungen, kann die Lebensqualität erhöhen und sogar bei der Bewältigung globaler Herausforderungen wie Klimawandel und Ressourcenknappheit helfen.“

Wie und in welchen Bereichen KI verantwortungsvoll eingesetzt werden kann, darüber referierte Prof. Dr. Peter Buxmann von der Technischen Universität Darmstadt. In seinem Vortrag gab er einen umfassenden Überblick über aktuelle Entwicklungen im Bereich der Künstlichen Intelligenz und das transformative Potenzial der generativen KI. Dabei zeigte er auch Risiken wie Halluzinationen und Fakenews auf. Sein Appell an die Unternehmen: „Der Nebel lichtet sich. Nutzen Sie die generative KI. Die Kosten sind transparent.“

Und für 90% der Berufsanfänger ist KI ohnehin ein Muss! Just do it!“ Mit einer Art „Sprechstunde“ für mittelständische Unternehmen richtete sich Marco Giangreco vom Zentrum für Mechatronik und Automatisierungstechnik in Saarbrücken an die Teilnehmer des Symposiums. Vorteile der KI sieht der Wissenschaftler vor allem bei der Reduzierung von redundanter Arbeit, bei der Qualitätskontrolle und bei der Bedarfsplanung. Auch Zielgruppen könnten durch KI besser definiert und gefunden werden. Ethische Aspekte dürften nicht ignoriert werden. „Pflegen Sie die digitale Hygiene! KI gibt Wahrscheinlichkeiten vor – man kann ihr nicht zu 100% Vertrauen schenken.“

Let's talk! In der prominent besetzten Talkrunde lieferten Jens Beining, CEO Wortmann-Group, Dr. Matthias Brendel, Gründer Footprints Technologies, Christian Decker, Geschäftsführer Desma Schuhmaschinen und Amir Hosseini, Student an der Deutschen Schuhfachschule, individuelle Einsichten in das weite Feld der KI. Jens Beining erläuterte, in welchen Bereichen, darunter Produktion, Marketing und Handel, KI schon jetzt effektiv genutzt werde. Möglichen Vorbehalten der Mitarbeiter begegnet Wortmann mit offener, auf Vertrauen bauender Kommunikation. Christian Decker erklärte das Konzept des „Produtainment“ und appellierte an die Unternehmen KI unter anderem für mehr

> Verbände

Kreativität beim Design, aber auch für eine Belebung der Innenstädte, des stationären Handels und für die Ausbildung der Verkaufsmitarbeiter zu nutzen.

Andere Länder wie die USA seien hier viel weiter. Viel Potenzial in der Kommunikation mit Endverbrauchern sieht auch Dr. Matthias Brendel. Am Beispiel der WMS-App zeigte er die Vorteile der digitalen Fußmessung auf. Als Microsoft Partner habe man frühen Zugang zu den neuesten Open-AI-Lösungen. Lösungen, die auch für die Branche zur Verbesserung des unternehmensinternen Wissensmanagements und zur Automatisierung von Qualitätssicherungsprozessen eingesetzt werden könnten. Für den angehenden Schuhtechniker Amir Hosseini ist KI eine Leidenschaft, die er mitunter spielerisch in die Schuhfertigung integriert. Aktuell, so seine Erfahrung, lernen die Studenten eher voneinander. Oder durch Social Media. Für die Zukunft wünscht er sich, dass KI in die Stundenpläne der Schuhfachschulen integriert werde.

Nachhaltigkeit im Fokus

Der Nachmittag des Symposiums stand im Zeichen der Nachhaltigkeit. Sebastian Thies, Inhaber von K&T/nat-2 in der sechsten Generation, entführte die Teilnehmer auf eine Reise durch die schier unendliche Welt der nachhaltigen Materialien. Anhand von zahlreichen Design-Beispielen zeigt er auf, wie es gelingen kann, mittels ressourcenschonender Prozesse und neuer Technologien etablierte Praktiken infrage zu stellen und nachhaltig in die Zukunft zu bringen. Sein Credo lautet: „Good Design is not good, if it is not sustainable.“ Dafür reist Thies um die ganze Welt, sucht die innovativsten Materialien und Inspiration incl. Storytelling.

„Die aktuelle Stimmung und die Zukunftsaussichten für den Handel sind eher trübe“, sagt Dr. Ralf Deckers, Leiter des Bereichs Customer Insights. Handel und Konsumenten seien unter Stress. Warum ist das so? Und gibt es Potenzial, um aus diesem Dilemma herauszukommen? Mit einer Analyse der aktuellen Situation – von stationärem Handel bis hin zu online-Plattformen wie Amazon, Shein und Temu – zeigte der Soziologe Probleme und Potenzial für die Schuh- und Modebranche auf. Service ist aus seiner Sicht nicht nur online-Pflicht. Gamification ist das Zauberwort. „Speziell junge Kunden suchen beim Einkauf den besonderen Kick!“ Zum Beispiel durch finanzielle Anreize, kostenlose Zugabe, Gewinnspiele und Prämien. Im D2C Bereich sieht der Experte besonders viel Potenzial für Schuhe und Mode: „49% der deutschen Bevölkerung haben in den letzten sechs Monaten direkt bei Marken gekauft. Sein Fazit: „Im Vertrieb ist noch viel Saft!“

Quelle: <https://www.hdsl.eu>, Juni 2024

Keywords: HDS/L



VDMA: First plus for one and a half years

After one and a half years of continuous declines, orders in mechanical and plant engineering from Germany grew again for the first time in April. Compared to the previous year, there was an increase of 10 percent in real terms.

Domestic orders were up 3 per cent. Orders from abroad were up 13 per cent. Growth from non-euro countries was particularly strong (plus 19 per cent), while orders from the eurozone rose slightly (plus 1 per cent). Large-scale plant business contributed to the pleasing result in April.

"April 2024 had three more working days than the previous year. This, as well as a comparably weak April 2023, ensured a low basis for comparison and thus high growth in the current year," says VDMA Chief Economist Dr Ralph Wiechers, assessing the result. "However, we are encouraged in our assumption that order intake has bottomed out,"



[zurück zum Inhalt]

> Verbände



cent.

Quelle: <https://www.vdma.org>, Juni 2024

Keywords: VDMA

he adds.

„We are encouraged in our assumption that order intake has bottomed out.“ Dr. Ralph Wiechers, VDMA Chief Economist

In the less volatile three-month period from February to April 2024, orders fell by 9 per cent in real terms compared to the previous year. Domestic orders were down 12 per cent and orders from abroad were down 6 per cent. Orders from euro countries fell by 12 per cent, while orders from non-euro countries were down 4 per

