

THE IMPORTANT MILESTONE WILL BE CELEBRATED AT BOTH EDITIONS IN 2024

## 100 CANDLES FOR EXPO RIVA SCHUH & GARDABAGS

Blowing out 100 candles is not an easy thing to do. Yes, it takes breath, but more importantly, it takes control over one's emotions, because igniting each of those fires is a plethora of memories, faces, encounters, companies, collections, stumbles and victories.

**The Hundred Editions of Expo Riva Schuh & Gardabags**, which also means about 50 years of exhibitions, **will be celebrated all throughout 2024** and involve the entire Riva del Garda area. It will be more than just a way to commemorate an accomplishment or the hard work and dedication of so many people. It will be an opportunity to **maintain and strengthen the principles** that have always guided Expo Riva Schuh & Gardabags.

The **new marketing campaign** and, in particular, the **celebration logo** for the **100th edition**, were thus carefully designed and developed with care and attention to detail.

The **two overlapping circles** making up the number 100 in the logo represent the union and overlapping of the fair's **two souls**: that of **Expo Riva Schuh** and that of **Gardabags**.

Precisely the narrative thread linking the logo to the campaign created for the upcoming special editions.

Expo Riva Schuh & Gardabags, in fact, highlights the value of bringing together in a single event two markets so vital for fashion (footwear and bags) through an original and modern multi-subject campaign. To celebrate the pairing of footwear and accessories, a concept was developed that could be expressed in a striking image and a simple, straightforward message: **'Bringing Trends Together'**. The visuals show precisely this union: a sneaker becomes a shoulder bag while a bag is made of coloured shoelaces.

The **rainbow colours** that have always distinguished the Expo Riva Schuh & Gardabags logo have been kept, symbolising our commitment to representing all the flags of the world and stressing the **international nature of an event** at Riva del Garda that welcomes and offers the ideal business platform for global production.

One final detail: the **circles** making up the number 100 are **open** to express the **fair's openness to the world**, to the many changes affecting the industry every day. To emphasise Expo Riva Schuh & Gardabags' ability to host **events capable of interpreting and addressing the market's ever-changing needs**.

As with any self-respecting celebration, an **official invitation** is a must: Expo Riva Schuh & Gardabags awaits all those who have contributed to the success of this event **from 13 to 16 January and 15 to 18 June 2024**.

To celebrate a journey with a long history, but also a long road ahead. A path beckoning to all those throughout the world who deal with footwear, bags and accessories.

*Riva del Garda, 10 July 2023*

#### **About Expo Riva Schuh & Gardabags**

With visitors from all over the world and more than 40 countries represented among exhibiting companies, Expo Riva Schuh & Gardabags – organized by Riva del Garda Fierecongressi SpA – is the leading international trade show dedicated to volume footwear, leather goods and accessories. The next edition will be held from 13 to 16 January 2024, at the Riva del Garda Exhibition Centre.