

87<sup>th</sup> edition 14.→17.01.2017

exporivaschuh

the fair that moves the world

## EXPO RIVA SCHUH GETS READY FOR THE 87<sup>TH</sup> EDITION

The organisational wheels are in motion for the 87th edition of Expo Riva Schuh, the international event dedicated to the world of volume footwear that is making its mark as an increasingly international event, with more than 40 exhibiting countries represented and visitors coming from over 100 different nations.

The event will take place from **14<sup>th</sup> to 17<sup>th</sup> January 2017, showing previews of the 2017/2018 Autumn/Winter collections**, offering a unique opportunity very early on in the international fair calendar to discover the new trends for next season's footwear sector.

Expo Riva Schuh gives a bird's eye view, not only over the new trends, but also a chance to grasp the evolution of the international footwear market. The fair covers a wide product range from all the major worldwide manufacturing areas and is a **unique platform, where supply meets demand** from which new and interesting phenomena are emerging such as the **growth of fast fashion chains**, first seen in the clothing sector and these days increasingly present in that of footwear, as well as the growth of **e-commerce channels**.

The key word in the footwear market is therefore more and more "**flexibility**" – both in terms of supply and also in the dynamics between producer and buyer. Expo Riva Schuh is able to respond to this market evolution with a fair that is immensely international and targeted to a highly diversified audience, from big chains to retailers, for whom the fair offers a range of services that are sure to maximise attendance.

At the forthcoming edition, Expo Riva Schuh will once again offer a debate and discussion at the inauguration ceremony, with leading experts from the global footwear sector, giving the opportunity to gather and analyse the most recent and interesting market changes.

Visitors can therefore look forward to finding out more, to targeted services and business and above all, the footwear collections for the next cool season, which, as always, will be the real stars of the show.

For this next edition, Expo Riva Schuh has updated its image with a **new campaign** that focuses on shoes, in all their numerous and colourful forms.

The next Expo Riva Schuh in Riva del Garda will run from 14<sup>th</sup> to 17<sup>th</sup> January 2017.

Riva del Garda, 15 November 2016



Expo Riva Schuh



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#ERS87



Riva del Garda – Fierecongressi S.p.A.  
Parco Lido • 38066 Riva del Garda (Tn)  
Tel. +39 0464 520 000 Fax +39 0464 570 130  
sito: [www.exporivaschuh.it](http://www.exporivaschuh.it)  
e-mail: [info@exporivaschuh.it](mailto:info@exporivaschuh.it)

PRESS OFFICE - Diomedea  
Via Biondelli 9 - 20141 Milano  
Tel. +39 0289546251 Fax +39 028466743  
e-mail: [area.comunicazione@diomedea.it](mailto:area.comunicazione@diomedea.it)