

Soul Salon

A LOOK AT FUTURE TRENDS

Soul Salon announces its 2nd edition

Soul Salon - the refreshing new forward fashion trade show that includes future retail concepts and sustainable solutions for fashion retailers and brands

Amsterdam, 31 October 2017

What started as a warmly welcomed initiative is rapidly turning into an established and leading event: Soul Salon announces its second edition with a significantly larger number of brands, booths, visitors, square meters and concepts all in the context of forward fashion and future trends in fashion retail.

Things can go fast, as we can see with Soul Salon. This unique tradeshow, an initiative successfully launched only 4 months ago by the Dutch market leader in sustainable fashion, responds to an ever-growing demand in the market for a dedicated platform where buyers and sellers in sustainable and forward fashion can meet, network and trade. As a result, Soul Salon was launched last July as a bi-annual trade-show which will see its second edition kick off in only a few months.

On January 21 and 22 fashion professionals, trend watchers, fashion retailers and specialists from different corners of the globe come together to discover the latest developments, brands, fashion, trends, insights etc. related to what we refer to as 'the future of fashion'.

"For several years we felt the growing need for a dedicated trade show in our niche, but when we launched it last July we never would have imagined it to establish itself already at its first edition." says Cecile Scheele, initiator of Soul Salon. "We are proud of and thankful to the long list of brands and professionals who helped us set up our inaugural event last July and are now working hard on the preparations for its second edition. You can expect Soul Salon's Winter Edition 21-22 January to be nearly doubled in terms of floor space, traffic, brands and booths."

Some facts and figures:

- From 1,500 m² last time, Soul Salon Winter Edition will cover an area of 2,500 m²
- 60 brands joined our adventure in July, growing to approximately 100 in January 2018
- The award ceremony of the renowned "Dutch Retail Story Telling Awards" will take place at Soul Salon on Sunday the 21st of January
- Logistics between Soul Salon and the "Modefabriek" (tradeshow for generic fashion brands) are managed in a joint effort, ensuring an efficient, frequent and comfortable shuttle service, of course in a eco-friendly manner.

ABOUT SOUL SALON

International Forward Fashion trade fair "Soul Salon" focuses on future trends and offers retailers inspiration in all areas and developments in sustainable fashion. The event takes place twice a year in a Winter and Summer edition, in the same week as 'Modefabriek' and Amsterdam Fashion Week. Soul Salon is organized by the umbrella organisation "Powering Sustainable Fashion", the Dutch market leader in sustainable fashion initiatives including the "Dutch Sustainable Fashion

Soul Salon – the leading Dutch event in forward fashion and future trends

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Week” and “Dutch Retail Experience Awards”. Soul Salon takes place on 21 and 22 January 2018 at the iconic Gashouder venue at Westergasfabriek in Amsterdam.

For media inquiries please contact Soul Salon via info@soulsalon.nl or +31(0)20 21 00 248.

Click here for a video impression of Soul Salon July 2017:
<https://www.youtube.com/watch?v=iDiJw2OpnCA>

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