

GDS – global destination for shoes & accessories 30 July to 1 August 2014

P R E S S R E L E A S E

Maja Wyh to act as Fashion Blogger for GDS

GDS - Global Destination for Shoes & Accessories will in future increasingly rely on cooperation with high-reach fashion bloggers. The coming GDS from 30 July to 1 August 2014 will therefore see numerous blogging activities start. The online fashion magazine styleranking will be in charge of the conception and realization as a media partner.

Fashion Blogger Maja Wyh will cover GDS

For the first time GDS will be supported by a blogger providing testimonials for the next edition in summer 2014. To this end it has been possible to enlist the well-known fashion blogger Maja Weyhe from Düsseldorf. For the entire duration of the trade show Maja Weyhe alias “Maja Wyh” will be blogging live about the trends and It-pieces for the coming season in her blog and via social networks such as Facebook, Instagram and Lookbook. “I have known GDS for ages already and am delighted to have been chosen,” says the 24-year old. Maja Wyh comes with pooled social media expertise under her belt. She currently boasts over 25,000 followers on the picture service Instagram, more than 11,000 fans in the style community Lookbook and in excess of 4,200 Facebook fans. And hundreds of new followers join them week on week. Her individual style creations in her blog majawyh.com meet with wide international response: Maja Wyh was already featured in many online magazines and blogs worldwide and is considered a rising star in the blogosphere.

gds

GLOBAL
DESTINATION
FOR
**SHOES &
ACCESSORIES**

30 July – 1 August 2014
4 – 6 February 2015

www.gds-online.com



Messe
Düsseldorf

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
InfoTel +49 (0) 2 11/45 60-9 00
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



The global
Association of the
Exhibition Industry



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Ideelle Träger:
HDS – Bundesverband der
Schuhindustrie e.V.
Postfach 10 07 61
63007 Offenbach/Main
Bundesverband des Deutschen
Schuheinzelhandels e.V.
An Lyskirchen 14
50676 Köln

Bloggers in the Spotlight at GDS

Maja Wyhs' recruitment is only one of four blogger activities at GDS. For a runway show specifically conceived for the trade fair fashion bloggers will dress models in the highlight outfits of selected collections. As part of the Festival for Shoes and Accessories "OUT OF THE BOX" organised by the trade fair organiser in Düsseldorf city centre for the first time, well-known bloggers will produce extraordinary shop window decorations. A major fashion blogger meeting, the "FashionBloggerCafé Shoedition", offers shoe and accessory-conscious bloggers the chance to network and exchange ideas on blog themes. Here over 100 bloggers are expected.

Explaining the set-up Kirstin Deutelmoser, Director of GDS, says: "The blogging activities enable companies – through sponsoring or cooperation – to get into touch with high-reach multipliers and, hence, with a fashion-focused target group with significant purchasing power."

Further links:

www.gds-online.com

www.majawyh.com

www.styleranking.de

Düsseldorf, 22 May 2014

Note:

For further information as well as high-resolution visuals go to the GDS website <http://www.gds-online.com/presse>

Contact:

Press Department GDS / tag it! by gds

Christiane Schorn / Maria-Sawa Possinke

t +49.211.4560-991/ 996

f +49.211.4560-87991

schornc@messe-duesseldorf.de

possinkem@messe-duesseldorf.de

styleranking media GmbH

Roland Schweins

t +49 211 99 61 65 31

f +49 211 99 61 65 32

roland@styleranking.de

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