

Statements Barefoot European Shoe Fair

„It was a sensational start! We had visitors from 41 countries, not only from Europe but also from overseas. I am also delighted that the exhibitors were extremely satisfied. The question “when can I register again” was heard very often, but new exhibitors have also already expressed interest in the Barefoot European Shoe Fair. We have struck the right chord with this trade fair. Barefoot shoes are becoming more widespread – this is the beginning of an established event.”

Arnd Hinrich Kappe, Messe Offenbach

„The Barefoot European Shoe Fair has got off to a great start. The industry has taken note. Not only retailers came to Offenbach, but also manufacturers and service providers. This wide range of visitors gave the trade fair a very lively atmosphere. It was a real industry gathering on a neutral industry platform.”

Torben Schütz, Federal Association of the Footwear and Leather Goods Industry (HDS/L)

„I am thrilled by the strong response. The Barefoot Fair has shown how great the interest is in healthy, anatomically designed and at the same time fashionable barefoot shoes. The event offered the international barefoot community a central platform for exchange, networking and inspiration for the first time. The public days were also very popular – all masterclasses were fully booked. Particularly valuable: the direct dialogue between manufacturers and end consumers provided important impetus for the further development of the products.”

Roman Degenhardt, BTE, Zehenspiel (Erbach)

„It was a refreshing trade fair, characterised by an extremely positive atmosphere and courage. The focus was on interest in the product and a certain curiosity. It wasn't about margins and sales quotas, but about the idea and what the product can do. I'm surprised at how international the audience is. Many, even from far away, came to Offenbach just for Barefoot. The trade fair itself is very well designed: open, communicative and bright. You can feel that the community is growing together. I think the barefoot shoe segment is a seedling that we can nurture. It's not a fashion trend, but a long-term issue. Come and stay.”

Sylvia Klemens, Josef Seibel

„Barefoot shoes are no longer a niche topic. They bring in new customers and real sales opportunities. Among other things, they are also revitalising the children's shoe business, but they also require expertise and good advice. Because barefoot customers don't just google – they want to understand. That's what makes them so exciting for specialist retailers. Barefoot shoes are more than just a trend. They are a profile topic for specialist retailers with real future potential.”

Manuela Pierog, REXOR

„I am delighted with the positive atmosphere at the trade fair. Finally, the focus is back on the product. Customers are eager to learn and engage in conversation. Barefoot was also well attended internationally. Among others, we had retailers from Spain and Italy who placed orders.“

Ralf Grossmann, Dockers

„I'm overwhelmed! A great response, a special atmosphere – friendly, open, curious. In my opinion, the Barefoot European Shoe Fair is one of the top trade fairs. We encounter an open-minded clientele here, grateful for new philosophies, which are also conveyed by the trade fair itself. I think that barefoot shoes could also be of interest to “normal” shoe retailers. The trade fair will grow: there will definitely be 100 exhibitors next time and new customers will also come.“

Dirk Pfeffer, Blusun

„I'm impressed. There are so many international customers and suppliers at the trade fair. The contact with end consumers is also exciting. We receive a lot of interesting and valuable information that flows into product development. Barefoot shoes are not just about sneakers. I also see a lot of potential here for ballerinas, loafers, boots and sandals. We combine the barefoot theme with feminine fashion elements – and that goes down well. More and more shoe retailers are discovering us. Barefoot shoes are experiencing a hype. In the wake of the ‘longevity’ movement, people are looking for everything that makes them healthier, more fulfilled and longer-lived. And that starts with young people.“

Michael Hanus, Groundies

„As a testing and research institute, it is important for us to support the industry and, in particular, the barefoot shoe segment in its early stages. We want to walk this path together and provide expert advice. Through lectures at the trade fair and through the training and further education division at the ISC.“

Michael Tackenberg, Prüf- und Forschungsinstitut Pirmasens e.V. (PFI)

„The trade fair and the segment in general arouse curiosity. The Barefoot European Shoe Fair is very well and professionally organised. I like the pleasant atmosphere and the wide range of exciting, informative lectures. A successful start!“

Stephan Krug, Sabu

„The fair is beautifully presented: open and friendly. With lounge areas and great catering. As far as the suppliers are concerned, I am surprised by the diversity of the segment. I spontaneously discovered two new, interesting brands. What could be improved is the parking facilities.“

Andreas Pross, Pross Kinderschuhe (Freiburg)

„I am very happy that we were among the first to be here in Offenbach. The Barefoot European Shoe Fair is finally a trade fair that deserves the name: great atmosphere, good conversations, interested customers. The focus was always on the product – not the price. I would like to thank the entire trade fair team and congratulate them on a successful event.“

Kai Moewes, Qnuffs (Ricosta)

„We grew up with barefoot shoes, so we find the perfect setting here in Offenbach. What's more, natural products and the dissemination of these topics on social media are currently experiencing a hype. Our care products are healthy and sustainable. That's why we are totally in the right place at the Barefoot European Shoe Fair. We also met many new customers. It couldn't be better!“

Christine Fischbach, Tapir

„We stand for sustainable, fashionable barefoot shoes. I think it's great that the trade fair is also open to end consumers on two days. They approach shoes differently and often with more curiosity. Freshness, design and the new pastel colours are appealing – these are interesting observations that I will take with me for collection development.“

Frank Vogel, Alias and Snipe

„The trade fair was great! Barefoot was very successful for us, especially in terms of exports. People who wear barefoot shoes in their free time don't want to give up that feeling when it comes to work shoes. Our shoes meet technical requirements such as steel toe caps and puncture protection, combined with the characteristics of barefoot shoes such as zero drop and a wider toe box.“

Rui de Sousa, Baak

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