

11h00 – 17h00

ATRIUM LEVEL A

During the Trademart Retail Happening on 23 February 2026,
The Retail Zoom Lab is the place to be.

With an inspiring programme full of fascinating lectures and surprising
booths, we will zoom in on various facets of the retail world and provide you
with fresh insights that you can apply immediately.

LECTURES

11h30 – 12h15

Ken Borremans (Comark)
Data tools voor een beter inzicht in je klant – Nederlandstalig

13h00 – 13h45

Ken Borremans (Comark)
Data tools voor een beter inzicht in je klant – Franstalig

14h15 – 15h15

Communication Manager Wendy Luyckx & Trend advisor Laura Buydaert (Creamoda)
Insights into the ways of working of Creamoda + Trends and color associations for SS 2027 – Dutch

LECTURES

11h00 – 17h00

Tilroy presents its **omnichannel retail software**: a powerful all-in-one POS system that manages your entire operation, from purchasing to sales across all channels.

Unizo and Mode Unie offer **free legal advice** tailored to your shop.

Discover how **TICA** can be a real added value for your shop and leave with **a super cool TICA tote bag**.

Embroidery studio **Atelier Houthuys** specialises in personalising textiles. You will be treated to **a demonstration** and **a personalised embroidered gift**.

Immerse yourself in the world of retail and visit the Retail Zoom Lab
during the Trademart Retail Happening.

THE RETAIL
ZOOM LAB
PROGRAMME

trademart
RETAIL
happening

14h15 - 15h15 (Dutch)



Communication Manager Wendy Luyckx and Trend advisor Lura Buydaert (Cremoda) will give you insights in the working of Creamoda and guide you through the most important trends and color associations for SS 2027.

Wendy Luyckx explains the way of working of **Creamoda**, the professional federation for Belgian fashion brands and ready-to-wear clothing. After this, **Laura Buydaert** zooms in on the most important trends and color associations for the **summer season 2027**. Her insights are based on recent fashion weeks (both on and off the catwalk), trend forecasters **WGSN**, and color experts **Pantone & Coloro**. This hands-on overview is a powerful tool and source of inspiration for developing new collections and enriching them with trends that are both visually appealing and socially relevant.

11h30 - 12h15 (Dutch)

13h00 - 13h45 (French)



Ken Borremans (Comark): From Disconnected Data to Customer Clarity. How disconnected tools kill customer insight & what retailers can do about it.

Webshop, cash register system, email, social media, ... Retailers collect data, but most of them do not actively use it or do not have the tools to use or activate it through one or more channels. In this presentation, Ken Borremans takes a closer look at this problem, shows you how to tackle it, and **which tools are effective in gaining surprising insights about your customers.**

11h00 - 17h00 (All Day)



UNIZO and Mode Unie offer you free legal advice tailored to your shop.

UNIZO Retail and Mode Unie are experts in assisting entrepreneurs with their activities. That's why these entrepreneurs' and sector organisations are present at the Trademart Retail Happening **to assist you, as a retailer, with all your questions.** Come to meet and see how their extensive network and knowledge can assist you as a retailer.

11h00 - 17h00 (All Day)



Tilroy presents its omnichannel retailsoftware: a powerful all-in-one POS system that manages your entire operation, from purchasing to sales across all channels.

Tilroy is a leading omnichannel partner with over ten years of experience in **cloud-based software solutions for retailers in the non-food sector.** Their omnichannel solutions enable retailers to offer consistent and efficient service across all sales channels, both online and offline. Come and visit us, and let's explore which solution could be the right one for your shop.

11h00 - 17h00 (All Day)



Cash & carry centre TICA is present at The Retail Zoom Lab.

Discover how TICA can be a real added value for your shop and return with a super cool TICA tote bag. TICA Brussels is your Belgian purchasing destination for home, gift, garden, fashion and lifestyle products. In the **10,000 m² branch on the C-level of Trademart**, you can shop for your shop, webshop or styling project.

11h00 - 17h00 (All Day)



Atelier Houthuys brings a touch of craftsmanship to Trademart.

The embroidery atelier specialises in personalising textiles for personal **use or for your company.** Embroidery is a sustainable solution for personalising clothing and therefore it only deserves fair textiles. What's more, it has a high-quality and professional look, making it the ideal solution for original clothing for your team. Pay us a visit, because only during the Trademart Retail Happening will we **treat you to a demonstration and a personalised embroidered gift.**

WELCOME ON FEBRUARY 23