

Curated by

AW26 & SS27

The magazine for retailers and exhibitors

Trademart



Pop-up 2.0

Step into the world of pop-up 2.0: short-lived, lasting impact

Community building

Eliza De Waele from Kabine on building a stronger bond with your customers

Mix & match

Our experts share their take on the trends of 2027



trademart
moving retail forward

Curated by Trademart

Autumn/Winter 2026



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More is more: maximalism and bold choices return to interiors.

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No shop is an island

Recently, I headed out with a stack of envelopes to personally invite retailers to our Sneak Peek Fashion Event. By visiting them in person, I get to step inside places I might otherwise never discover.

In one of those shops, a small barbershop corner caught my eye. No extra displays squeezed between the racks, but a space where people pause for a moment, have a chat and relax. In that moment, I was reminded once again of how powerful retail can be when a shop becomes more than just a shop.

Because retail is about more than what's between the racks. Customers want to feel seen and understood. They want stories that move them and stay with them. That is what brings them back, time and time again.

And even though retailers and exhibitors are under pressure, from rising costs to changing buying behaviour and major online players, their strength is still the ability to connect.

All of this shows that a community is no longer just a nice-to-have. In times when authenticity and connection matter more than ever, a community builds bridges: between retailer and customer, but also between retailer and exhibitor.

In this issue, community takes many forms. Through her four Kabine shops, Eliza De Waele reveals how each location can have its own

character while sharing one recognisable DNA. At Studio LouLou, colour, courage and individuality become a way to attract the right customers. And our exhibitors explain why personal contact, trust and expertise make all the difference today.

But it does not stop there. From pop-ups to maximalism in interiors and hybrid dressing, we also bring you inspiration from the latest trends in fashion and interiors. Dominique Nzeyimana, for example, explores how hybrid dressing brings fashion closer to the way we live today.

At Trademart, too we want to continue creating those connections. Through Lunch & Learns, mood corners, routes, events and our Let's Talk Retail community, we bring retailers and exhibitors together, both online and offline. Because good ideas rarely happen in isolation. They are the result of people finding each other and asking questions.

The message of this edition? No one is an island. Dare to look around and work together. Because, as my grandmother always used to say: many hands make light work.

Enjoy this edition, full of ideas, encounters and inspiration.

Veerle De Taeye, Marketing Director Trademart

Every brand has a story



“Customers want shops that offer more than just products.”

Interview Hannelore Engelbosch • Photography Liz Dvorkina



trademart

INTERVIEW



Hannelore Engelbosch's Woodville Agency

For Hannelore Engelbosch of Woodville Agency, retail is part of her DNA. With a sharp eye for brands with soul and a strong belief in personal contact, she has built a story that now continues with her daughter Lysa by her side.

Fashion entered Hannelore Engelbosch's world at an early age. With her family active in the textile industry, she became familiar with retail and Trademart before they became part of her story. After roles at Mango and CBR, she moved into wholesale in 2015, becoming an exhibitor at Trademart.

Today, Hannelore combines thirty years of experience in retail and wholesale. Now, a new generation is stepping in: her daughter Lysa has become part of the story, and together they are at the helm of the light-filled showroom at Trademart.

I have always been part of retail. My parents had a textile business, so it was part of my upbringing from the start. I have worked on the retail side, at Mango and CBR, and as an exhibitor. Now my daughter Lysa is the latest addition to Woodville Agency. So yes, you can call it a family business.

Our signature is aesthetics, comfort and quality, with a strong focus on meaningful relationships. For us, partnership is about give and take. Moving quickly and responding flexibly is essential. Every customer and partner is unique to us, so we choose a tailored approach.

I draw inspiration from discovering new brands, visiting international trade fairs and keeping a finger on the pulse of retail. Lysa and I do this without losing sight of our identity. My daughter inspires me too, bringing fresh energy into the company. Where I sometimes choose the safer option, she is quicker to colour outside the lines. That is what makes us stronger, and customers appreciate that balance.

If I had to start over today, I would make the leap into entrepreneurship much sooner. Looking back, I had the experience, network and knowledge, but stayed within traditional corporate structures for too long. At the same time, every journey shapes you in its own way. The past few years have been intense, but they have also pushed us to keep growing.

What there is too much of in retail is sameness. Too many shops carry the same trendy brands, create the same atmosphere and tell the same story. Customers want shops that make them feel something: places with a clear identity, character and a real eye for quality.

“Stay true to your story, keep building on strong brands and never lose sight of personal connection.”

We feel at home at Trademart because it is where connection, inspiration and efficiency come together. Retailers can discover a wide range of brands in one location, feel the fabrics, try on pieces and have real conversations about what works and what does not. In an increasingly digital industry, that is priceless.

The best retail advice I ever received was to stay true to your story, keep building on strong brands and never lose sight of personal connection. Because in the end, retail is not just about selling. It is about trust, service and an eye for detail.

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🗓️ **Collection, Onstock, Cashcarry**
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Find out more about
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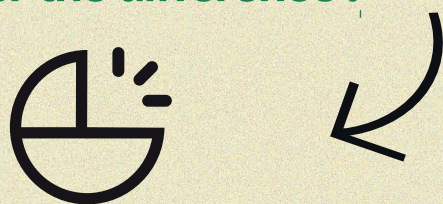
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WHO IS AMAËL HAZZA?

Born in France, at home in Brussels. Amaël Hazza is an **architect, photographer and content creator** with a love for colour, vintage finds and interiors that radiate personality. With his eclectic style, he proves that sometimes, more really is more.

FORECAST SS27

max is back



trademart

FORECAST

Trends SS27 with Amaël Hazza

Beige and grey? They're officially out. We're saying goodbye to minimalism and, under the motto "less is a bore", we're returning to colour, texture and unexpected finds in our interiors. Amaël Hazza explains why maximalism has made a comeback.

From chrome to a gem found at a flea market: today, anything goes in interiors, as long as it has a story to tell. Welcome back, maximalism! According to architect, photographer and content creator Amaël Hazza, this is no random trend. "In a world that feels increasingly restless and where we are constantly expected to fit in, it comes as no surprise that people want to turn their homes back into a place of refuge. We want interiors with personality and imperfections, interiors that give us an instant dopamine boost," he says.

The art of collecting

There is nothing cosier than a maximalist interior, but that does not mean you can simply throw everything together and hope for the best. "The biggest mistake people make is wanting everything too quickly," says Hazza.

According to him, you can't create a strong interior overnight. "A chair found at a flea market, a mirror that unexpectedly crosses your path, a special lamp that is love at first sight. Your interior should not look like a catalogue, but should be made up of pieces collected with care. This approach also allows you to combine different interior styles effortlessly," he adds.

Those who embrace maximalism often find themselves on a treasure hunt. From an iconic designer chair to an unexpected brocante find, vintage pieces add character and authenticity to an interior. "Consumers are willing to invest in objects with soul," Hazza explains. "Pieces that stand apart from the uniform interiors that dominated social media for

years." Hazza himself effortlessly combines vintage design with contemporary brands such as HAY and Fatboy, as well as IKEA pieces that he gives his own personal touch.

From trend to shop floor

For retailers, this trend marks a shift from simply selling products to telling stories. Consumers are no longer just buying an object; they are buying the feeling and story that come with it.

So how do you translate that into your range? "Choose contemporary designs with the same qualities that make vintage pieces timeless: rounded shapes, rich materials such as wood, natural stone and chrome, and colours that transcend generations," says Hazza.

That is why accessories are such an interesting entry point: lamps, mirrors, vases, tableware and decorative objects allow consumers to embrace maximalism without giving their entire interior a dramatic plot twist. "Not every object has to be purely functional," says Amaël. "Even everyday items can be a small pleasure for the eye."



Bialetti Alessi • S
Dakar 123 - Home &
Living Level D



Salt and pepper mill
Manta Design • S Dakar 116 -
Home & Living Level D



Carafe and glass set
Remember at Prefix
Design • S Dakar 117-118 -
Home & Living Level D



Rug Lorena Canals •
S Dakar 125 - Home &
Living Level D



Stool Remember at
Prefix Design • S Dakar
117-118 - Home & Living
Level D



Lamp STUDIO L+A •
S Davos 171 - Home &
Living Level D

3 QUICK TIPS

1 Say yes to eclecticism

Maximalism doesn't mean packing your space to the brim. It is about arranging carefully curated objects so they tell a story together.

2 Go for craftsmanship

Choose statement pieces with a handmade finish, natural materials and a sense of authenticity. Perfectly imperfect is the way to go.

3 Start small

Lamps, tableware, vases and decorative objects are often the quickest way to add personality to your interior.

Left: Producten van Alessi & Prefix Design •
Home & Living Level D

They are more pop-ular than ever: pop-up stores. If you believe these temporary stores are nothing more than a passing trend, think again. Today, they are a staple in the retail world and are taking on a new role. Step into the world of the pop-up 2.0 : short-lived, but with lasting impact.

Text Oona Van Cauwelaert



POP-UP 2.0

Bye bye, classic retail

Anyone who still thinks a pop-up is simply a temporary shop space has got it wrong. From exclusive drops to eye-catching events: these short-term retail moments now come in all shapes and sizes. And that

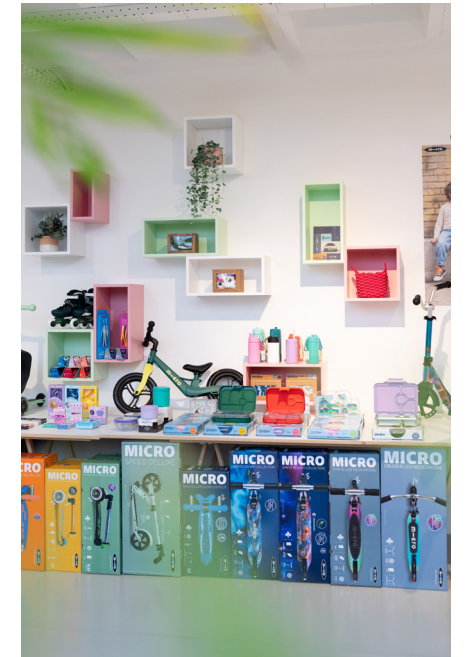
is precisely where the power of the pop-up lies: it creates a memorable experience. Exactly what both customers and retailers are looking for today.



Pop-ups also offer another great advantage in the ever-changing world of retail: flexibility. They are here today and gone tomorrow. From testing new products to reaching new target audiences to telling your brand story: you can do it all without committing to anything long term. The value of pop-ups lies not in the number of square metres, but in the insights you can gain. Who is passing by? What appeals to them? And which story moves people?

At Trademart, too, that temporary nature is becoming increasingly important. During buying events and retail happenings, pop-up concepts enrich the offer with temporary brands and new discoveries. For retailers, it means an extra dose of inspiration alongside the permanent showrooms. And for exhibitors, it is an accessible way to get to know Trademart. A true win-win.

For small and emerging brands in particular, that flexibility is a real asset. It feels like a foot in the door: a chance to become visible, receive feedback and discover whether their story resonates with professional retailers.



The essence

The lesson? The pop-up 2.0 is no longer about hard selling, but about storytelling and community. It is a place where customers discover something new, brands can listen, and retailers show what they stand for. Because when you offer customers an experience today, you give them a reason to come back tomorrow.

A hybrid meeting place

So what about the classic brick-and-mortar shop? Good news: it is far from dead. Quite the opposite: it is evolving into a hybrid meeting place. Permanent collections remain important, but they are increasingly being complemented by exclusive drops, temporary corners, collaborations and events.

By bringing in brands that are not permanently present in your shop, you create extra relevance and a sense of renewal. The result? More variety, more experience and more reasons for customers to return. Need a little inspiration? Think of a week-end centred around a new home collection, complete with styling advice and a coffee bar. A temporary accessories corner featuring Belgian designers. A fashion drop available for just three days. Or a festive table-setting workshop in the run-up to the holidays. In short: no shortage of ideas.

International examples show just how powerful a temporary concept can be when experience takes centre stage. IKEA created a pop-up in New York around cooking and coming together, while Adidas built one in London around sneaker culture and community. The common thread? The product was not the main attraction. The story around it was.



The buyer's pick

“We are not a shop that tries to please everyone, but one with personality and a signature of its own.”



@studio.loulou



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SELECTION AW26

Studio LouLou

With a head full of plans and a heart full of colour, Amber set out to create Studio LouLou. Today, she is building a boutique in Ostend bursting with character, individuality and, above all, plenty of drive.

Amber's pick, now at Trademart



Handbag Miss Terre • W Atlanta 131-135a - Fashion & Accessories &go Level A



Book TICA • Level C



Statement piece Present Time at TICA • Level C



Hair clip Folie à Trois • W Aix 463 - Fashion & Accessories &go Level A



Set of glasses and water jug THE REBORN HOME bij TICA • Level C



Vest Malibu • N Amsterdam 432 - Fashion & Accessories &go Level A

Where it all began

Entrepreneurship runs through Amber's veins. Her parents are seasoned business owners, and from a young age she saw up close what it takes to run your own business. Her path into retail, however, took a less obvious course. She first worked as a hairdresser on the side, combining it with a part-time job in fashion. "I had always felt drawn to fashion, so I thought: why not give it a chance?" she says. It turned out to be the right move, and soon she had built a career in retail.

Eight years later, combining the two had become too much, and the idea of opening her own shop started to grow. After the birth of her first child, when life forced her to slow down, she dared to take the leap. "When I was forced to pause, I suddenly felt it clearly: now is the time to go for it." Before Amber quite realised it, Studio LouLou was born. And that with a baby of just a few months in her arms, no less.

Not your standard boutique

"Studio LouLou is not a standard boutique," Amber explains. "It does not try to please everyone, but has personality and a signature of its own." Amber does not follow trends. She is a huge fan of colour, and black is something you will never catch her wearing. At Studio

LouLou, you will find colourful women's clothing, fun must-haves from Scandinavian and smaller brands, as well as young designers. In short: unique pieces you will not find just anywhere.

Learning as you go

Was the leap of faith worth it? Amber answers with a wholehearted yes. Opening the shop was not exactly smooth sailing: the budget was limited, finding the right location took time, and she faced personal setbacks too. Her lesson? "Stay calm, do not act out of emotion, and turn setbacks into something positive."

Buying by instinct

Because personality is at the heart of Studio LouLou, Amber wanted variety in her range without having to buy large quantities. Flexibility was essential. "Thanks to Trademart's Cash & Carry principle, I can buy smaller quantities, discover new brands and keep my range fresh. I can choose what I find beautiful and what feels right to me."

What comes next?

Studio LouLou may still be in its early stages, but Amber's ambitions are anything but small. First, she wants to become a household name in Ostend, with both a physical and online shop that continue to express her DNA. After that? "The sky is the limit. But step by step."

From customer to community

Five lessons from Kabine

“Opening a children’s shop in a place with an ageing population? People thought I was mad.”

• Eliza De Waele, Kabine



Eliza De Waele may not have grown up among entrepreneurs, but when it comes to retail, she knows business. She thought big from day one, opening a 380 m² shop in Koksijde. Ten years later, Kabine has grown into a success story with four locations. So who better to ask about turning a shop into a place people love coming back to?

Text Oona Van Cauwelaert

More than just a shop

Step inside Kabine and you immediately sense that this is no ordinary shop. You smell coffee, hear children playing and see parents lingering between the racks or sitting down together at Kantine, the café part of every Kabine shop. Which is not just a nice extra, but an essential part of its DNA. Because Kabine is not a place you quickly pop in and out of. It is a destination.

That was exactly what Eliza had in mind, although the vision grew slowly but surely. “I worked for a long time as a social worker in youth care, while also running a blog about my life and my love of interior design. When I had to start maternity leave quite early, I realised I could not find anything to my taste in the wider Koksijde area for decorating the nursery. That is how the idea for Kabine was born.”

An idea that was not exactly met with applause. “Opening a children’s shop in a place with an ageing population? People thought I was mad, but I actually saw opportunities in it.” Eliza looked at what was there: the sea, the holiday feeling, grandparents with grandchildren, families making memories. That became the emotional foundation of Kabine.

Still, the road to four shops was not without its bumps. “Retail was a tough learning curve, precisely because I do not come from an entrepreneurial background. There was a lot of trial and error, but that is also where I learnt the most.”

Building a strong community

So how do you create something like that? Not with one big campaign, but step by step. Eliza takes us through five insights from her own journey.

“Products, trends and channels come and go, but people remember how they feel when they step through your door.”

• Eliza De Waele, Kabine

1 Trust your gut

For Eliza, great retail is not built on sales alone, but on feeling. “Products, trends and channels come and go,” she says. “But people remember how they feel when they step through your door.”

At Kabine, that feeling became a blend of coastal vibes, family, holidays and nostalgia. Not as a literal theme stamped onto every corner, but as a subtle undercurrent running through everything. “I prefer to call Kabine a family shop rather than a concept store,” she says. “Actually, I hate that word. Every generation is welcome here.”

For retailers and exhibitors, the question is clear: what feeling do you want customers to take with them? Once you know that, you are not just building a business. You are creating an experience that lingers.

2 Let your DNA do the talking

A strong brand is more than a beautiful logo. Its DNA should be felt in every detail. At Kabine, that means coastal vibes, family and a sense of ease. You feel it in the collections, the wider aisles designed for strollers, the changing tables, the interior and the way the team welcomes customers. Kabine is clearly built around families, but it does not try to please everyone.

“A shop that wants to be everything to everyone quickly becomes a watered-down version of itself. Stay close to who you are,” says Eliza. “Your DNA is the heartbeat of your business. Everyone on your team needs to know what you stand for.” That is why she put Kabine’s DNA down on paper: as a compass for everyone helping to build that story.

3 A reason to linger

There is no Kabine without Kantine. The smell of coffee, the chatter around the table, children playing: it all encourages customers to take their time. “If you want to be a destination, you have to live up to that,” says Eliza. “Kantine lowers the threshold. People come in for a drink, start talking and then look at the shop differently.”

That is exactly where the strength of physical retail lies today. Online is fast and convenient, but a shop can offer something else: personal connection, advice, atmosphere and trust. At Kabine, all that grows very organically. Families come in for a baby registry and then keep coming back for clothes, gifts or lunch. “A customer buys from you,” says Eliza. “But a community grows with your brand.”

Does that mean every retailer needs to open a coffee bar? Of course not. The real question is: why would people want to stay a little longer? A place to sit, a workshop, a children’s corner or simply a warm welcome can already be enough.

4 Don’t chase love-brand status

Love brand, community building: terms that often get thrown around in marketing meetings. But according to Eliza, the real starting point is exactly the opposite. “The key is not to try to build a love brand. People can feel it when something is forced.”

For her, everything starts with trust. And there are no shortcuts to that. “Trust grows over time and starts with honesty. Especially at Kabine, where customers often come in at a vulnerable moment in their lives, for example when putting together a baby registry. We never recommend anything

“A customer buys from you, but a community grows with your brand.”

• Eliza De Waele, Kabine

we do not truly believe in ourselves. When needed, we also bring in advice from Kind en Gezin. It is still retail, but that does not mean you should simply try to sell people anything and everything.”

For retailers, this may be the most achievable tip of all: listen more than you talk. Ask questions. Think with your customer. Because a customer who feels seen is far more likely to come back than someone who has simply bought something.

5 The best of both worlds

For Eliza, the shop and the webshop are not two separate worlds. “Online, you create recognition; in the shop, you build trust.” At Kabine, Instagram is not a glossy shop window, but a place where the brand comes to life: a glimpse behind the scenes, a team member in the spotlight, a customer sharing their experience.

“Put a face to it,” she says. “Perfect images rarely work as well as real stories. You do not need a huge budget to bring people closer to your brand. An honest video, a question to your followers or a spontaneous moment in the shop can sometimes do more than a flawless campaign.”

What matters most is that it rings true. If something feels warm and personal online, it should feel just as warm and personal in the shop. Otherwise, customers will see through it in seconds.



A long-standing buyer at Trademart



tica

A weekday morning at TICA Brussels shows you what matters: retailers making choices, comparing, deciding. A vase in one cart, a scented candle in another. What's bought here today is on your shelves tomorrow.

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Respond to what sells

"Entrepreneurs want to move fast," says Pieter van Wilder, manager at TICA Brussels. "Test new products, follow trends, buy in smaller quantities." Less surplus stock, more freedom to respond to what really sells. And for brands? The chance to get noticed each week by buyers who are taking real action.

Flexible business, real results

TICA Brussels isn't a passive showroom. Here, decisions are made and products leave the floor—six days a week. That's what draws go-getters and bold brands. At TICA, you buy (and sell) today.



Pieter van Wilder
Store Manager TICA Brussels

"Less surplus, more sales potential,
that's the TICA effect"

Plan your visit to TICA Brussels.
Request your free entry pass now.



TICA

Smart combinations, smarter buying

Sometimes, the perfect addition to your collection is just one floor away. At TICA, you will find furniture, lighting, accessories and on-trend pieces that give your range that little something extra. All under the same roof as Trademart.

Buying with impact

Anyone running their own business knows it: presentation and range make all the difference. Especially in interior design. An eye-catcher, an accessory with a twist, or a seasonal piece that brings a collection back to life: when buying, you want to be surprised. That is exactly why interior professionals head to TICA.

An inspiring selection of products, clearly presented in dedicated shop-in-shop spaces, TICA offers plenty to discover. This B2B buying centre for interior and lifestyle professionals is located under the same roof as Trademart. So no extra trip required, just extra inspiration.

From furniture and lighting to home accessories and seasonal decoration: at TICA, you can see, feel and combine everything on the spot. Perfect for those who want to move quickly, without compromising on atmosphere, style or that all-important wow factor.



More choice, fewer detours

This makes TICA not just another stop, but a natural extension of your buying day at Trademart. Start with targeted visits to the showroom brands, then continue browsing, combining and adding pieces you can bring back with you the same day. Ideal for anyone who likes to get trend items or unique finds into the shop window without delay.

Keukens De Abdij sees the value in this too. During their buying day, they deliberately combine both. "At Trademart, we visit strong showroom brands for targeted purchases, while at TICA we add trend products and seasonal items. This allows us to create a very diverse range," they say.

In short: the best of both worlds, under one roof. More choice, more possibilities and less time lost.

Ready to give your range
a fresh boost?
Discover what TICA and
Home & Living have to offer.



Every brand has a story



“Retailers want to discover collections, feel the fabrics and see silhouettes up close.”

Interview Karim Al Abdaoui • Photography Liz Dvorkina



trademart

INTERVIEW

Karim from Malibu

For Karim Al Abdaoui, fashion doesn't start on the catwalk, but with people: through conversations, materials and collections. With Malibu, he has built a showroom where personal connections are just as important as the collections themselves. His view on retail? Looking ahead, without losing sight of quality and relationships.

Did you know new products arrive at Trademart every day?



For more than twelve years, Malibu has been a household name at Trademart. Step inside the showroom, browse between the racks, and you will find brands such as Carla Giannini and Isaac & Son: collections that consistently focus on quality and style. Karim inherited his love of fashion from his parents, and today he translates that passion into a range of unique pieces that retailers will not find just anywhere. Nothing run-of-the-mill here.

Malibu stands for authenticity. We stay true to who we are: fashion that feels unique, is beautifully made and has that little something extra. Our strength lies in variety. We select styles and pieces that retailers will not find everywhere, and that is exactly why they come to us.

My passion for fashion started at home. My parents started out in the textile industry in the eighties, so you could say I quite literally grew up with it. As a child, I was already surrounded by fabrics, collections and customers. Later, I joined them in the family business, until a few years later, my wife and I decided to go our own way.

Trademart crossed our path by chance. We used to have a showroom in Anderlecht. One day, someone from Trademart stopped by to explain the concept. We were immediately

convinced. When we later came to see it for ourselves, it just felt right: this was where we could continue building our story.

The future of retail is bright. Online retail will undoubtedly continue to grow, but fashion is still something you want to see, feel and try on in real life. Retailers also want to discover collections, touch fabrics and see silhouettes up close. That personal contact, I believe, is here to stay.

Trademart is an important place for fashion. Not only do you find a wide variety of collections here, you can also feel the industry moving forward. There is always something in motion. The latest collections and ideas in ready-to-wear come together here, and that is what makes Trademart important to me, not only in Brussels or Belgium, but beyond.

“The future of retail is bright. Fashion is still something you want to see, feel and try on in real life.”

Showroom Malibu:
A W Amsterdam 433-434a
A W Amsterdam 435
A N Amsterdam 432

All year round
Monday to Friday, 10:00-17:00

as well as during selected events



Find out more about Malibu

FORECAST SS27

Where fashion

WHO IS DOMINIQUE?

Dominique Nzeyimana wears many hats. One day, she is putting pen to paper as Head of Editorial Content at ELLE Belgium; the next, she is interviewing some of the biggest names in fashion and culture as the host of the podcast *The Most*. One thing is certain: when it comes to fashion, music and trends, Dominique has her finger on the pulse.



meets function

FORECAST

Hybrid dressing with Dominique Nzeyimana

One quick scan of the street says it all: windbreakers, leggings and hiking boots have officially escaped the outdoor department. Major fashion houses are joining in too, proving that functional can be fashionable. We asked Dominique Nzeyimana how to take this trend from the catwalk to the shop floor.

Dominique's
picks at
Trademart



01

02

same feed, until eventually everything starts to look alike. Hybrid dressing is the perfect way to bring personality back into the mix."

We have been seeing it happen for several seasons now: utility pieces such as puffer jackets, hiking boots and parkas are increasingly leaving the trails behind and showing up on the streets. Once worn as anti-fashion items, they are now part of a style that blends comfort, functionality and personality.

Enter hybrid dressing: less a trend than a new way of getting dressed. One that fits perfectly with the way we live today: from meetings to workouts, with a quick dinner or after-work drinks squeezed in between. Because who has the time – or, let's be honest, the desire – to change outfits three times a day?

In short: we expect our clothes to work harder than ever. There is only one rule: functional is fine, as long as it stays stylish. The magic lies in the contrast. Think of a utility jacket thrown over a satin dress, or a classic wool coat paired with sporty trainers. The further you move away from a full-on gym or hiking look, the better it works.

So where is this movement coming from? According to Dominique Nzeyimana, the shift is no coincidence. "People are tired of the constant stream of trends," she says. "From quiet luxury to yet another core trend, the algorithm keeps serving us the



03

04

And no, that does not mean fashion is no longer fun. Quite the opposite. Clothes are allowed to say something about who we are again, subtly or otherwise. Technical trainers under an office look, quietly hinting at a love of running or climbing? Absolutely. With hybrid dressing, you bring different sides of your personality together in one look.

For retailers, this opens up opportunities too. The classic divide between "sportswear", "casual" and "formalwear" is starting to feel outdated. That is why Dominique recommends focusing more on styling, inspiration and curation. "See your shop as a place that inspires, where people discover new combinations," she says. "Dare to pair a blazer with track pants and heels, or mix tailoring with outdoor influences." Her most important piece of advice? "Know yourself, know your audience and dare to surprise without alienating them."

Perhaps that is exactly why hybrid dressing resonates so strongly: it feels less like a trend and more like a reflection of how people really want to live and dress today.

05 Necklace Tara JWLS bij Twins Distribution • F Frankfurt 32 – Fashion & Labels Level F 06 Shoes Mephisto • S Benidorm 152 – Shoes & Bags Level B

News

There's always something going on at Trademart. Don't let FOMO get the better of you: let us guide you through the highlights.



New season, new mood

A new season brings fresh trend colours, must-have items and inspiring concepts. Ready to get into the mood? Head to Level D, near the Blomus showroom, and let our brand-new **mood corner** inspire you.

Retail knowledge on the menu

Brushing up on your retail skills over lunch? During our first Brussels Interior Lunch & Learn, fashion and design journalist Veerle Windels shared inspiring insights with retailers and exhibitors. Afterwards, there was time to mingle and exchange ideas, because strong retail starts with strong connections. See you at the next **Lunch & Learn!**

Find your perfect match

Not a fan of a cold catalogue? Neither are we. Soon, you'll be able to start your discovery journey on Trademart.be, where themes, stories and curated edits will guide you straight to the brands and products that truly suit your shop.

No endless clicking, no getting lost along the way. Just a smoother route to **the right match**, online or in the showroom. We are kicking off with Baby & Kids and will then roll it out step by step, sector by sector.

NOT TO BE MISSED Buying events

FASHION

25-26.10.2026

Fashion & Accessories Open Days

15.11.2026

Christmas Happening

GENERAL

31.08.2026

Trademart Retail Happening

30.11.2026

Retail Up start-up event with UNIZO

HOME & LIVING

30-31.08.2026

Brussels Interior Event Part I



27-29.09.2026

Brussels Interior Event Part II

26.10.2026

Monday Opening October

30.11.2026

Monday Opening November

BABY & KIDS

31.08.2026

Monday Opening August

21-22.09.2026

Kids World Days



26.10.2026

Monday Opening October

30.11.2026

Monday Opening November

Find all events and more information here



trademart

Ask us anything

From discovering new brands and buying smarter to becoming an exhibitor yourself: our team receives questions from retailers, buyers and brands every day. So who better to answer the five most frequently asked ones than our very own Trademart team?



1 Can anyone buy at Trademart?

Do you have a shop, online shop, concept store or another retail activity? Then you are more than welcome at Trademart. Apply for free access in just a few clicks using your business details. Unfortunately, private individuals cannot shop at Trademart. This keeps it a place where professionals can browse, compare and buy with purpose.

• **Mathias, front desk officer**



2 What can I find at Trademart?

In short: plenty. More than plenty, actually. Trademart brings together over 1,500 brands across fashion, home & living, baby & kids and related sectors. Perfect for spotting new collections, discovering unexpected brands and giving your offer a fresh boost.

• **Nina, graphic designer & social media**



4 I am a brand or supplier. How do I become an exhibitor?

Easy. Head to the 'Become an exhibitor' page and submit your application. Brands, importers and agencies in fashion, home & living, baby & kids and related sectors are all welcome. From there, the right person on our team will get in touch to explore which option best suits your collection, plans and ambitions.

• **Sandra, account manager**



3 Do I have to buy straight away?

No pressure at all. You are just as welcome to come and explore. Many retailers use their first visit to get to know brands, compare collections and gather inspiration. After all, a strong buying season often starts with a look around.

• **Evelien, CFO**



5 How should I prepare for my visit?

Want to make the most of your visit? Start with a plan. Download the MyTrademart app in advance to access a digital floor plan, brands, exhibitors, favourites, news and events. That way, you know exactly where to go, while still leaving enough time for unexpected finds along the way.

• **Prince, digital & CRM marketer**

Still have questions?

Speak to our team or simply drop by. We'll be happy to point you in the right direction.

Have a question for our team? Feel free to email us at info@trademart.be. Want to discover what Trademart has to offer for yourself? Simply apply for access via www.trademart.be/en/request-access



OPENING HOURS

MON. 10:00 AM ð 3:00 PM
TUE. ð FRI. 10:00 AM ð 2:00 PM

LOCATION

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