

Curated by Trademart

The magazine for retailers and exhibitors



Buyer's pick

SS26 favourites straight from our regular buyers.

Forecast

Jordy Arthur Vaesen on playful design and refined finishes.

Their story

Exhibitors on passion, entrepreneurship and the strength of Trademart

Curated by Trademart

Spring 2026



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More than a showroom. Step into the world of Luc De Buyser.

The buyer's pick

Amber of Cadet does more than sell clothes. She helps women feel confident in their own skin.

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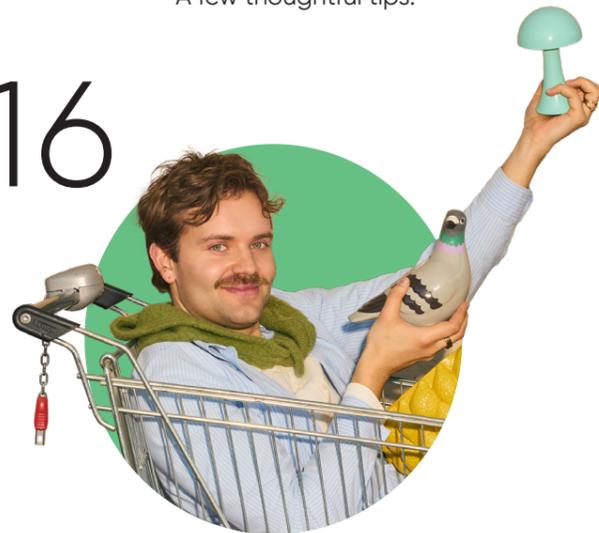
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How do you offer value to consumers in uncertain times? A few thoughtful tips.

Forecast

Designer Jordy Arthur looks to 2026 with playful finishes, strong materials and unexpected details.

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“We believe retail starts with people.”

In 2026, retail continues to move faster and become more digital, yet one thing remains unchanged: the value of collaboration and the strength of genuine connection. Perhaps that is also why I immediately felt like a natural next step. I knew this world inside out, and it was precisely that direct connection with the people we work for every day that gave it meaning from the very beginning. What drew me in most was the challenge: bringing fresh energy to a unique concept with a strong history, in a market that never stands still.

If you ask me today what Trademart stands for, the answer is simple: we want to be more than a wholesale centre. We believe retail begins with people. With a conversation in a showroom, an unexpected discovery among collections, advice that arrives at exactly the right moment, or an idea that begins to take shape during a talk or event. Those are the moments that make Trademart a place where brands, exhibitors and retailers meet, inspire one another and move forward together.

You can feel that spirit throughout the stories in this magazine. Exhibitors such as Luc De Buyser (p.4) and Delphine Verboven (p.14) show how craftsmanship and vision continue to shape their collections. Buyers such as Amber from Cadet (p.6) and the duo behind Sister Conceptstore (p.12) remind us how personal style and intuition still matter, perhaps now more than ever.

That connecting role is one we consciously embrace. Not only by bringing together a wide range of products under one roof, but also by creating space for knowledge, trends and collaboration (p.18). Behind this iconic building stands a team that connects people every day: sharing stories, strengthening trust and, above all, creating the enthusiasm to step into a new season together, year after year (p.19).

So above all, dive into the stories, ideas and inspiration gathered in these pages. Thank you for being part of our story and, most of all, enjoy reading.

Guy Stevens, CEO Trademart

Trademart is the meeting place where brands and retailers come together to find inspiration, exchange ideas and grow their businesses.

Every brand has a story



“Trademart fits naturally with the way I think and work, because I strongly believe in the exchange of ideas.”

Interview with Luc De Buyser • Photography by Liz Dvorkina



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Luc De Buyser's Visaversa

Step inside Visaversa and one thing becomes clear immediately: this is not simply a showroom, but a carefully composed experience. A place where inspiration and innovation naturally meet. At the centre of that universe is creative entrepreneur Luc De Buyser, whose instinct for design has shaped the space for decades. We sat down with him to talk retail, creativity and his unmistakably direct approach to business.



No one puts Luc De Buyser in a corner. That much becomes clear within minutes of meeting him. His fascination with design, fashion and art began early, long before he ever considered turning it into a profession. What followed was largely self-taught: years of observing, testing, learning and trusting his own eye until he slowly but surely built a name for himself in the industry. Three decades later, that same curiosity still drives everything he does.

The motto of Visaversa is to be a partner in lifestyle. Complementary thinking and working are still the foundation of everything we do. I never start from the product itself, but from the way people live with it and how they experience an interior as a whole. That vision has been there from day one. For years, I travelled back and forth to London to discover young designers and new ideas. Belgian, British and Scandinavian labels all found their way into Visaversa long before the market was fully ready for them. Of course, there was trial and error along the way, but over time the showroom grew into a place where fresh brands and new ideas were given space to grow, with names like Fatboy, Ferm Living and ZEE becoming part of that story.

I get inspired by no one. My inspiration comes from daily life and the impulses that come with it. I have always admired creative entrepreneurs, especially today, when design and fashion are constantly evolving and people keep finding new ways to reinvent existing products. That same mindset

is reflected in our showroom, where we do not present products as stand-alone pieces but create an overall experience. Small business owners immediately pick up on that. They feel inspired by it and often take that feeling back into their own business. In the end, it is not only about what you sell, but about what you evoke.

Trademart fits my way of thinking and working because I strongly believe in positive energy and shared ideas. It is a place where experience comes first and where people naturally come together. The iconic building, offering beautiful views of the Atomium, its central location and the warm welcome make it both accessible and instantly recognizable. From our showroom, we connect with clients from across the Benelux, but also with new faces from other industries who are actively looking for fresh ideas and innovation.

My golden advice in retail is simple: stay innovative and stay flexible. The online side of retail has become essential, but in the end trust and service are still what truly make the difference. If you ask me, the

“Visaversa grew into a place where new brands are given space, including Fatboy, Ferm Living and ZEE.”

Did you know that Trademart is home to no fewer than **1.500 brands?**

future belongs to meaningful products with a strong and reliable story behind them. That is exactly what Visaversa continues to bet on.

📍 Showroom VISAVERSA: D S Dakar 113

🏠 Home & Living – general opening hours
Last Monday of the month
& during buying events 10:00 – 17:00
or by appointment

Decoration exhibitors:
Every Monday 10:00 – 17:00

Discover more about Visaversa



Amber from Cadet

What starts as a passion can sometimes grow into a business. For Amber, the face behind Cadet, fashion was never simply about selling clothes, but about helping women feel more confident in their own skin. Hers is a story of bold choices, fresh starts and meeting the right people and places along the way.



Hairclip Folie à Trois •
Level A: W Aix 463



Placemat Folie à Trois •
Level A: W Aix 463



Jacket Just Woman by Matteo •
Level A: W Aix 467-468-469



Tile Studio Meuk
bij TICA • Level C



Blouse Carla Gianni •
Level A: W Amsterdam 435



Vase Kersten
bij TICA • Level C

Her story

"Since I was fifteen, I have been fascinated by fashion," Amber says with a smile. She first combined that love with photography and, before she fully realised it, was running her own fashion blog. In her circle, she quickly became known as the girl who was always doing something with fashion.

After a short detour at university, she chose to study store management and stepped fully into retail. Internships followed at larger names such as Torfs and Tommy Hilfiger, as well as at smaller independent boutiques. No matter where she worked, one issue kept recurring: women struggling to find clothes that truly suited both their body and personality. A frustration she understood all too well herself.

Stronger together

Cadet was built as a safe space for women, and Amber recognised that same feeling when she began buying collections. Through the jewellery label Folie à Trois, she found her way to Trademart. What struck her immediately was the personal approach. "You are not just a number. People know what you stand for and genuinely think with you." For a young entrepreneur, that kind of welcome matters.

“In a world that keeps moving faster and becoming more digital, personal connection still makes all the difference.”

That way of working makes Trademart more than a wholesale centre. It becomes a place to exchange ideas, test choices and fine-tune direction. Events, talks and encounters with other retailers help Amber sharpen her selection and trust her instincts. "You can feel they understand trends, but they also really listen to what buyers need." It is exactly that exchange of ideas that gives her confidence every time she buys.

The buyer's pick

"You are not just a number. Trademart knows who you are, understands what you stand for, and thinks along with you."

Retail in challenging times

where growth
still happens

These days, it is hard to miss: the world is constantly shifting, and consumers are keeping a closer eye on what they spend. Yet, shopping baskets are far from empty. If anything, purchases are made more thoughtfully. For retailers, that brings both a challenge and an opportunity: how do you offer meaningful value without losing sight of your business?

Text Oona Van Cauwelaert

Less impulse, more instinct

Anyone stepping into a shop today notices it straight away: customers are taking just a little more time. An extra knit, a new vase or a plush toy for the nursery is less likely to end up in the basket on impulse than it was a few years ago. Prices are rising, confidence fluctuates, and people tend to think twice before deciding.

But less impulse does not mean less feeling. Quite the opposite. In uncertain times, people remain remarkably drawn to things that add something to their day: a soft fabric, a beautiful object, a detail that brings atmosphere, or simply that small pleasure that unexpectedly lifts their mood.

Budgets may feel tighter, yet the need for comfort, beauty and identity remains surprisingly strong. And that is exactly where independent shops show their strength. While larger players often respond with discounts and volume, smaller retailers tend to stand out through something else entirely: selection, personality and trust.



But how do you turn theory into practice? Here are a few useful tips.

1 Know who you are buying for

As customers become more cautious, the instinct is often to buy more broadly. Offering more choice can feel like the safer option, but in practice, a clear selection often has far more impact.

A shop where the collection feels considered as a whole comes across as calmer and more convincing than one where everything pulls in different directions. Choosing with intention also makes it easier for customers to choose for themselves. In short, they know what to expect from you.

The question is not how much you show, but what genuinely adds something to your shop. Does a product fit your style? Does it reflect what your customer is looking for today? Does it have enough character to stand out without quickly losing its appeal?

Retail today is less about abundance and more about offering direction. There is little to gain from following the pull of overstock and price wars.

2 Small indulgences

Interestingly, it is often the smaller luxuries that continue to do well today. While larger purchases are more often postponed, accessories, decorative objects, fragrance products and well-made basics remain appealing, simply because they offer instant satisfaction without costing too much.

For independent shops, these are often the most interesting categories: products that carry emotional appeal while remaining accessible. It is worth making space for pieces that feel easy to choose, yet still offer something a little bit special.



“For me, a good shopping experience is not only about the products, but above all about the human side. How do my customers feel?”

• Amber from Cadet

So the answer is not to think cheaper, but to choose more thoughtfully.

3 Tell the story behind it

At a time when spending is more considered, storytelling is no longer an added extra, but an essential part of selling. Customers increasingly want to understand why something is worth its price. Why this brand? Why this finish? Why this material?

A ceramic mug gains meaning when you explain that each piece differs slightly. A linen blouse becomes more interesting once you share how beautifully the fabric softens and settles with wear. A handbag feels all the stronger when attention is drawn to its material and finish.

Today, value lies not only in what you sell, but also in how you tell its story. Those who do that well rely less on price and more on feeling. The same applies online: a short caption, a personal selection or a product shown in a simple video often speaks more clearly than standard catalogue images.

4 The shop's new role

While large online players continue to lead on speed and convenience, the strength of physical retail lies elsewhere: in attention, in atmosphere, in offering people a moment to slow down.

Customers today are not necessarily looking to shop longer or faster, but to feel well guided. They seek places where choices feel clear, where advice comes naturally and where inspiration is easy to find.

And that is precisely where retailers make the difference. A shop does not need to be loud to draw attention. Often, its strength lies in calm and service: a clear presentation, a strong selection and a conversation at just the right moment.

Retailers who understand that are building more than sales; they are building relationships. And those relationships become even more valuable when customers choose more consciously. Because people who buy less impulsively are more likely to return to places where trust already feels established.

Experience first

In the end, retail remains what it has always been: a collaboration between makers, retailers and customers. Shops are no longer simply places of transaction, but increasingly spaces shaped by experience. Those who create something worth discovering in-store build lasting connections with their customers and remain steadier through changing times.

“Not everyone looks for personal contact, but those who do often choose shops with a recognisable face. And that is exactly where physical retail continues to show its strength.”

• Luc De Buyser, exposant VisaVersa



Stronger together: how exhibitors can support retailers

The landscape is shifting for brands and showrooms too. Retailers today are not only looking for products, but for partners who help them make confident choices.

1 Help tell the story

Provide materials retailers can genuinely use: visuals, storytelling, social content or clear product information.

2 Think in smart additions

Products with an accessible price point and strong appeal work well as an entry point today. They make it easier for customers to discover a brand and feel encouraged to try it.

3 Make room for experience

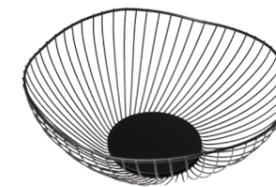
Want to help retailers bring more atmosphere into their shop? Focus on exclusive product drops. This gives them extra ways to surprise customers and make the shopping experience feel special.

Els and Clara of Sister Conceptstore

A personal story, a sharp sense of style and a warm smile: that is Sister Conceptstore in a nutshell. What began with Els' love of fashion has grown into a place where her daughter Clara now leaves her mark too.

The buyer's pick

"I wanted to create a store where clients could find a complete picture."



Serving platter Present Time
bij TICA • Level C



Sleeveless jacket Malibu • Level A
Amsterdam 433 – 434a



Soap bar Palette
bij TICA • Level C



Tote bag Halbach
bij TICA • Level C



Necklace with charms Dodi by
Lemi • Level A: W Atlanta 131 – 135a



Blouse V.B.T.C. • Level A:
W Amsterdam 438-439

Where it all started

Before Sister Conceptstore became a reality, Els divided her days between teaching dance and working as a sales assistant for the label Annemie Verbeke. It was there that she gradually found herself drawn to retail. "That is where I realised how naturally I felt at home in the world of fashion," she says. "Before long, the idea of opening my own shop began to take shape."

That idea eventually became Sister Conceptstore, a place where fashion, handbags, jewellery and décor come together effortlessly. "I wanted to create a store where clients could find a complete picture. Not just clothing, but also accessories and décor that complement one another." Style clearly runs in the family, as daughter Clara has since become part of the story too.

Style with personality

Across collections and seasons, one thread remains constant. "Timeless, affordable and with that little extra touch," Clara says.

“For us, Trademart perfectly complements the brands we already carry.”

The mother-and-daughter duo gravitate towards understated basics, always with a detail that quietly stands out.

When building their collection, Trademart plays an important role. "For us, it is the perfect addition to the brands we already work with," Els explains. Regular visits continue to introduce them to new labels that fit naturally into their range.

Every brand has a story



“Trademart remains a dynamic place where new clients find their way to us every week.”

Interview with Delphine Verboven • Photography by Liz Dvorkina



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Collections de Charme from Delphine Verboven

With a suitcase full of jewellery and a strong entrepreneurial spirit, her mother once set out on the road to meet clients one by one. Today, 35 years later, Collections de Charme has grown into a household name at Trademart. We sat down with Delphine to talk about family, quality, and why lasting relationships in retail matter more than ever.

It is fair to say retail runs through Delphine Verboven's DNA. “My mother started the business thirty-five years ago,” she says. “She would literally travel from client to client, presenting her jewellery collection in person.”

Collections de Charme stands for original, affordable jewellery with a strong sense of quality. For me, that has always been essential, and it still is today. If a product does not feel right, I simply will not sell it. For the past 26 years, I have worked closely with the Parisian label Ikita, and we also distribute Bauhm, the brand created by the next generation behind the same house. A partnership like that speaks volumes. These are brands with a distinctive style, and that is exactly what buyers are looking for today.

Essential to me is a strong after-sales service, especially when you work with unique products. For retailers, that makes a world of difference. Quality remains just as important. Ikita jewellery, for example, is handmade in 316L stainless steel.

A real turning point in my career came ten years ago, when Collections de Charme officially became the representative for Ikita

and Bauhm. Their jewellery gradually found its way into Wallonia and opened the door to strong collaborations with chains such as PointCarré and Luxus. Relationships like that naturally take more than one season to grow.

I chose Trademart because my mother already had a showroom here. Back then, she was drawn to it because it was the largest wholesale centre in the Benelux, easy to reach and well known among buyers. Today, it remains a dynamic place where new clients walk in every week. Alongside our showroom in Liège, where visits happen by



Did you know you can discover more than **350 exhibitors** at Trademart?

“My mother quite literally travelled from client to client, presenting her jewellery collection in person.”

appointment only, Trademart brings spontaneous visits and new connections. The cash-and-carry system also gives us the flexibility we need when managing stock.

Showroom Collections de Charme:
A W Atlanta 149a

Monday to Friday, 10:00 – 17:00
and during buying events

Discover more
about Collections
de Charme



FORECAST:

AW26, with a touch of boldness

WHO IS JORDY?

You may already have spotted one of his designs on familiar faces such as Pommeliën Thijs. **Jordy Arthur Vaesen** (30) is a creative chameleon, equally at ease with needle and thread as he is with ideas and content. Alongside being a fashion designer, this talkative Limburger is also an entrepreneur and content creator.



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EXPERT

Trends with Jordy Arthur

From TikTok to television, Jordy Arthur Vaesen effortlessly captures the attention of fashion and interiors enthusiasts with his colourful designs. For AW26, he highlights high-quality quirky finishes as the trend to watch: playful details, strong materials and unexpected finishes. No gimmicks, just design with character.



Shoes Twins Distribution • Level F: Frankfurt 032



Sweater Twins Distribution • Level F: Frankfurt 032



Bike MERTEX • Level D: S Dubai 276b0



Lemon vase Decostar • Level D: E Dijon 331-334



Porcelain pigeon Manta Design • Level D: S Dakar 116



Table lamp Prefix Design • Level D: S Dakar 117-118

Ask Jordy what **high-quality quirky** finishes really mean, and his answer comes without hesitation: "It's about objects with a story, not a clown show." Think ceramics with an irregular glaze, a leather bag with an unexpected silhouette, or a linen sofa where the natural crinkle is not hidden but embraced as part of the design.

“ It is about objects with a story behind them, never a clown show.”

So what makes it more than just a passing gimmick? Craftsmanship. It has to be something you want to live with for years – an object with character, perhaps even one that eventually finds its way to the next generation. Not a mass-produced piece from a plastic mould, but something where technique, material and idea quietly come together.

According to Jordy, the appeal of the trend also reflects the moment we are in. Social media has spent years encouraging a certain sameness. Everyone seemed to want the

same look, the same palette, the same mood. Now that is shifting. Beige is losing some of its hold, and individuality is beginning to reassert itself.

For retailers and buyers, it mostly comes down to balance. Let quirky pieces catch the eye, while timeless basics hold the room together. As Jordy puts it: "Not every piece needs to shout. Sometimes personality sits in the smallest detail."

Concrete tips for buyers

Tip 1 | Start small

Curious about quirky finishes? There is no need to overhaul your entire collection at once. Accessories such as vases, lamps, bags or shoes are often the easiest way in. They add character without immediately demanding bold decisions.

Tip 2 | Feel the difference

With this trend, materials do much of the talking. Choose pieces where quality is instantly noticeable, whether through real leather, ceramics or linen. Texture and slight imperfection are often exactly what make a product feel special.

News

At Trademart, something is always happening. From fresh inspiration and new brands to partnerships worth knowing about, here is a glimpse of what is happening behind the scenes.

Get in the mood

On **level D**, close to the showrooms of Babymatters, Hebeco and Childhome / BEABA, a **new mood corner** designed by **interior expert Kelly Claessens** invites you to pause for a moment and soak up some inspiration.

Many hands

Stronger together remains very much our motto. That is why Trademart continues to work closely with partners such as **Mode Unie**, **UNIZO** and **Creamoda**.

More than showrooms

Looking for a space for a meeting, event or presentation? Trademart offers a variety of rooms suited to everything from focused meetings and inspiration sessions to networking events.

Discover our spaces on trademart.be/en/facilities

DON'T MISS buy-in events

FASHION

29-30.03.2026

Fashion & Accessories Open Days

26-27.04.2026

Fashion & Accessories Open Days

29.06.2026

Sneak Peek Fashion - women/men/kids



HOME & LIVING

30.03.2026

Monday Opening Home & Living



27.04.2026

Monday Opening Home & Living

17-18.05.2026

Brussels Interior Preview - Spring/Summer 2027

18.05.2026

Monday Opening Home & Living

29.06.2026

Monday Opening Home & Living

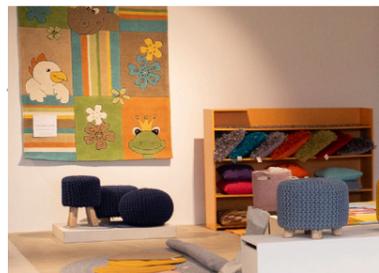
BABY & KIDS

30.03.2026

Monday Opening Baby & Kids

27.04.2026

Monday Opening Baby & Kids



18.05.2026

Monday Opening Baby & Kids

29.06.2026

Sneak Peek Fashion - women/men/kids



Discover all events and find more information here

MAKING The team

Behind the scenes of the iconic Trademart building, a team is in motion every day, making sure people find one another in all the right ways. They are the faces who listen, think with you and naturally bring people together. Day by day, they shape a place where exhibitors and buyers meet, inspire each other and grow stronger, far beyond job titles or formal roles.



Guy

What does Trademart mean to you, beyond functions and titles?

"To me, Trademart is first and foremost a place where people meet. Not simply a building, but a living environment where ideas, brands and ambitions come together. We do not think in titles, but in one shared ambition: helping entrepreneurs connect and grow. It is a place where trust is built, stories are shared and new opportunities emerge. Making those encounters happen every day is exactly what gives Trademart its meaning for me."

Guy Stevens, CEO



Victoria

How do you support exhibitors, from onboarding to growth?

"We do not simply welcome exhibitors and leave them to it, we guide them step by step. From a smooth onboarding process and shaping the showroom to thinking along about visibility, marketing and commercial choices. We follow closely, adjust where needed and keep an eye on what comes next. Not through one fixed formula, but always in line with where a brand stands and where it wants to grow. That is how we build sustainable growth together, at the exhibitor's own pace."

Victoria Garcia, Senior Account Manager



Caroline

What do you feel the moment you walk in here as a colleague?

"You feel immediately that we are a small team. Everyone knows each other, and people naturally walk into one another's offices. We speak openly, always with respect, but also with honesty. Authenticity and ownership really matter here, there is no need to pretend to be anything other than yourself. We strongly believe in doing what you say and saying what you do. And just as importantly, we make time for connection. Meetings, team moments and celebrating successes together are what truly shape the culture here."

Caroline Robbroeckx, Digital & Data Manager



Veerle

How do you make sure partnerships last longer than just one season?

"At Trademart, we do not focus on quick transactions, but on relationships that are given time to grow. We invest consciously in personal contact, listen to what exhibitors and buyers genuinely need, and stay present beyond the busiest moments. By creating room for meetings, exchanging ideas and sharing inspiration, trust builds naturally. And that trust is often what allows a collaboration to last far beyond one purchase or one season."

Veerle De Taeye, Marketing Manager



Helina

How does buying at Trademart become an experience rather than a to-do list?

"We want buying at Trademart to feel like more than working through a checklist. Throughout the year, we create moments tailored to the needs of different industries, from practical advice in Baby & Kids to trends and must-haves in Fashion & Accessories. We also bring experts together, from trend forecasters to data specialists, so retailers can make their choices with confidence. And the inspiration continues beyond the building: online, we keep sharing stories, insights and new discoveries. That way, buying becomes not only more efficient, but more enjoyable too."

Helina Heremans, Campaign Marketeer



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moving retail forward

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