PRESS RELEASE

**Trademart is committed to further expansion and aims to develop into the biggest physical and online marketplace for professionals**

* Launch of Trademart Digital, a B2B omnichannel marketplace
* Opening of totally renewed baby & kids department
* Trademart is teaming up with Van Remoortel for the home & living &go sector

**Brussels, 25 August 2022 – Trademart has announced further ambitious growth plans. A totally renewed baby & kids department is set to open at the end of August at the familiar physical location in Brussels, while the move of the Van Remoortel purchasing centre to Trademart and the advent of many other new brands will, among other things, bring a significant increase in the total home & living &go offer. With the official launch of Trademart Digital, Trademart is also strengthening its unique position on the market and brands and retailers can now also come together via** [**Trademart.eu**](https://shop.trademart.eu/)**.**

**Trademart Digital: the new online meeting and inspiration place for brands and retailers**

With more than 1,500 brands presented by more than 400 exhibitors, for the past 45 years already Trademart in Brussels has been the biggest purchasing centre for retail professionals. During events and at their showrooms, it is here that brands present their fashion, accessories, interior and other collections to retailers. To further strengthen this unique market position, in future brands and retailers will also be able to connect at [Trademart.eu](https://shop.trademart.eu/). Although not the first to make this transition, Trademart Digital is going one step further by placing the emphasis on [inspiration](https://inspiration.trademart.eu/) for both retailers and brands as well as the link to the physical showrooms.

*"For the future retail landscape, the combination of a physical location and a digital platform is extremely important. Physical contact with the products remains essential in our sector while at the same time with this online presence we want to further facilitate contact between retailers and exhibitors. With Trademark Digital we therefore also want to grow into the most relevant marketplace for retail professionals,"* stresses Guy Stevens, CEO Trademart.

Via [Trademart.eu](https://inspiration.trademart.eu/) all the collections and latest trends are now just a click away for retailers who can immediately find what they need for their shop. With a single login for all brands, purchasing becomes easier than ever. Trademart Digital is getting things started with the baby & kids sector. With a wide range of brands, including clothes, accessories and furniture for kids, this enables brands to achieve a greater reach online while retailers can discover all the latest collections and trends without the need to travel. You can now order physically at the showrooms or via the online digital platform.

**The baby & kids sector, a fast-growing market segment**

The baby and kids sector is growing and so is Trademart. Big players are entering the market, smaller and sustainable brands are making their appearance and online the number of webshops is growing. “*At Trademart we are evolving towards an approach that is even more closely aligned to the individual needs of our exhibitors. Personalized is the word!"*  explains an enthusiastic Lies Vandiest, Business Unit Manager Trademart. From August 2022 the baby & kids department will be moving to the renewed D floor, right next to home & living&go, with a total floor space of 6,000 m2.

“*It is a cool, contemporary and completely renewed location where exhibitors can present their collections to their retailers to the very best effect and forge new forms of cooperation, including thanks to our shared showrooms,"* continues Lies Vandiest. “*At Trademart we want to give exhibitors and their brands all the space they need to grow, along with us and the market."*

The new baby & kids department is situated next to home & living. A conscious choice as a whole lot of brands from both these sectors share retailers and products, thereby being able to generate greater synergies.

The official opening days of the renewed baby & kids department will be from 28 to 30 August. Click [here](https://www.trademart.be/nl/events/opening-baby-kids) for more info.

**The arrival of Van Remoortel brings extra verve to home & living &go**

The home & living &go department is also being further expanded as Van Remoortel and home & living &go join forces. From August Van Remoortel will be moving permanently to Trademart.

Guy Stevens welcomes this cooperation: “*This again means a major step towards further growth for our home & living &go. With amongst others the arrival of Van Remoortel, Trademart will now total 10,000 m² with the latest cash & carry trends, inspiration and innovations in interiors, decoration and the total living experience for the entire B2B-market.”*

Van Remoortel is recognized as the most complete lifestyle purchasing centre and wholesaler for retailers and interior professionals in Home, Gift and Garden. From August this major market player will be moving to Trademarkt with brands such as De Witte Lietaer, Spaas Kaarsen, Florissima, Vivant, Pattberg, Goldina, Wenzel, H&R The Wire Man and Interosmo. Additionally, many new exhibitors and brands - such as Eichholtz, Decorama, Cocoon Collection, Rex London, Leistenschlag, trendfleur, De Stip, Menza, DM Original Design and Geenohut- will be added to the present home & living&go offer. For Trademart this means an increase in its surface area of 3,000 m² to offer a total home & living &go department of 10,000 m².

The official *home & living &go department expansion days* will be held between 28 August and 4 September. Click here for more info.