

PRESS RELEASE

Trendz and showUP unite to create the leading retail event for home, flowers & gifts in the Benelux

GORINCHEM, 7 January 2026 – Retail trade events Trendz and showUP are joining forces to create the largest retail event in the Benelux. The revamped event combines the strengths of both events and gives visitors the opportunity to discover more than 500 brands in one place. Retailers and professional buyers can now organise the bulk of their purchasing at a single event, with space for both established brands and new labels and designers from the Netherlands and abroad.

The collaboration builds on the strong identity and loyal communities that both events have developed in recent years. Trendz has a strong position in home decoration, flowers and gifts. ShowUP is known for its innovative character in the home, gifts, kids, stationery and lifestyle segments. Complemented by jewellery & accessories and table & kitchenware, the new event has a complete offering.

Stronger together: the organisers' vision

Mascha de Bruin, organiser of Trendz, explains: *"By joining forces, the event will gain a broader base, greater reach and a solid base for further growth. Retailers will find everything under one roof, while still experiencing the recognisable qualities that make Trendz and showUP so valuable."*

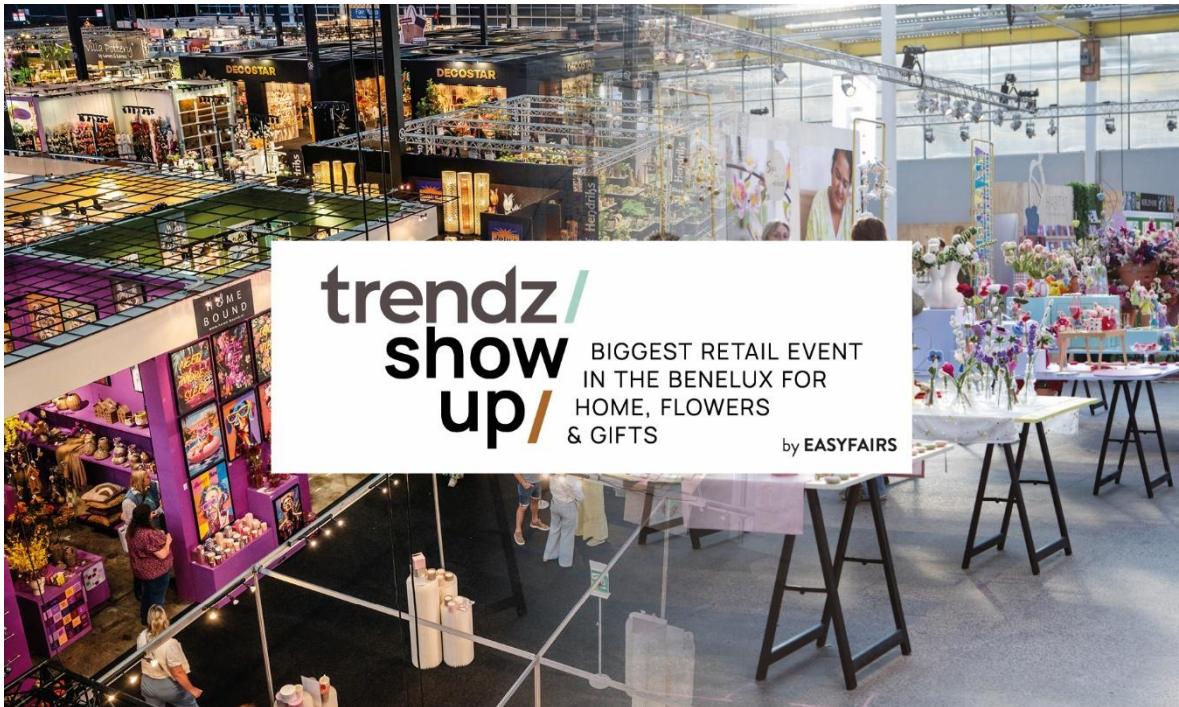
For showUP, the collaboration represents a logical step in its development, with the essence of the concept remaining intact: a strong community, a distinctive signature and a clear focus on innovative brands. Daan van Trigt of showUP. *"The collaboration gives showUP a tremendous boost. The community and the brands will gain access to a larger stage, while the content and atmosphere will remain the same."*

Recognisable and familiar, yet constantly innovative

The event is all about inspiration and purchasing, with the latest products and brands on offer, various Trend Presentations, Trend Talks and the presentation of the Gift of the Year award. Trendz / showUP combines the look and feel of both events to create a renewed, surprising exhibition floor. Visitors can look forward to an extensive programme full of inspiration and networking opportunities, while enjoying complimentary snacks and drinks.

The first joint edition of Trendz / showUP will take place on 30 and 31 August and 1 September 2026 at Evenementenhal Gorinchem





For further information about Trendz / showUP, please contact:

Mascha de Bruin
mascha.debruin@easyfairs.com

Daan van Trigt
daan@showup.nl

About Easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future.

We currently organise 110 market-leading event titles in 16 countries (Algeria, Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, the Netherlands, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about "easifying" the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 900 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

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