

CHAPTER

A NEW DESTINATION FOR CURATED FASHION
CREATED BY MODEFABRIEK

CHAPTER

A new curated fashion platform in Germany

Backed by 30 years of fashion expertise, trusted relationships and an international network, Modefabriek B.V. presents CHAPTER, a curated B2B platform connecting ambitious brands with the German market.

CHAPTER brings together a selected group of international fashion brands and German retailers in an inspiring setting. A place to make new business connections, build strong relationships and grow a community.





CHAPTER

WEDNESDAY 10 &
THURSDAY 11 FEBRUARY 2027

FRANKFURT REGION
FREDENHAGEN, OFFENBACH

An iconic, easily accessible industrial venue with two spacious halls, Alter Stahlbau and Neuer Stahlbau, plus a large outdoor area. Raw, authentic and full of character.

CURATED

A strong, complementary mix of international brands from the high-mid segment, selected for their style, positioning, quality and price level, and aligned with a clear retail audience.

Limited number of spaces. Carefully selected.

WOMENSWEAR

MENSWEAR

ACCESSORIES

SHOES



THE CHAPTER EXPERIENCE

Where inspiration meets business.

CURATED SELECTION

A strong mix of relevant brands, carefully selected.

CONCEPT STORE

Fashion as the foundation, expanded with lifestyle, design and new categories.

YOUNG DESIGNER AREA

New talent. New ideas. New business.



CHAPTER 01

WELCOME

THE DESTINATION FOR
CURATED FASHION



BUSINESS OPPORTUNITIES

With CHAPTER, open the door to the German market and meet your ideal retail partners.

- Showcase your collection to selected buyers, from boutiques and concept stores to online shops and leading department stores
- Create new business opportunities and put your brand firmly on the map in Germany
- Network smarter with valuable data and customer insights through AI matchmaking platform Hyperscout
- Invite your clients and prospects for free with 50 complimentary tickets (regular ticket price €15 each)
- Grow together as part of an exclusive community of approximately 100 forward-thinking fashion brands



MARKETING CAMPAIGNS

SOCIAL MEDIA CAMPAIGNS ON INSTAGRAM,
FACEBOOK AND LINKEDIN

- Paid Meta campaigns across the DACH region
- Extensive awareness and conversion campaign

NEWSLETTERS

PERSONAL INVITATIONS VIA HYPERSCOUT

ADVERTISING IN INTERNATIONAL TRADE MEDIA

- Textilwirtschaft
- Style in Progress
- Fashion Today
- 1st-blue Mode Magazin
- FashionUnited

PARTICIPATION PACKAGES

ESSENTIAL

Join Chapter.
Full-service / Plug & Play.

No additional commitments.
Simple. Flexible.
Ready to participate.

COMBO

CHAPTER + Modefabriek.

Participation in both platforms.
10% discount on CHAPTER.

Two platforms. Two markets.
One stronger presence.

PREMIUM

Commitment for three editions.

An attractive commercial offer.
A longer-term partnership with greater
benefits

Three editions.
One commitment.
More benefits.

10% discount per edition

STAND CONCEPT

A recognisable stand concept for all brands: clean and stylish, with room for your own identity.

READY ON ARRIVAL
Everything taken care of. No hassle.

ONE STRONG LOOK & FEEL
A clean, open design that puts the collections centre stage.

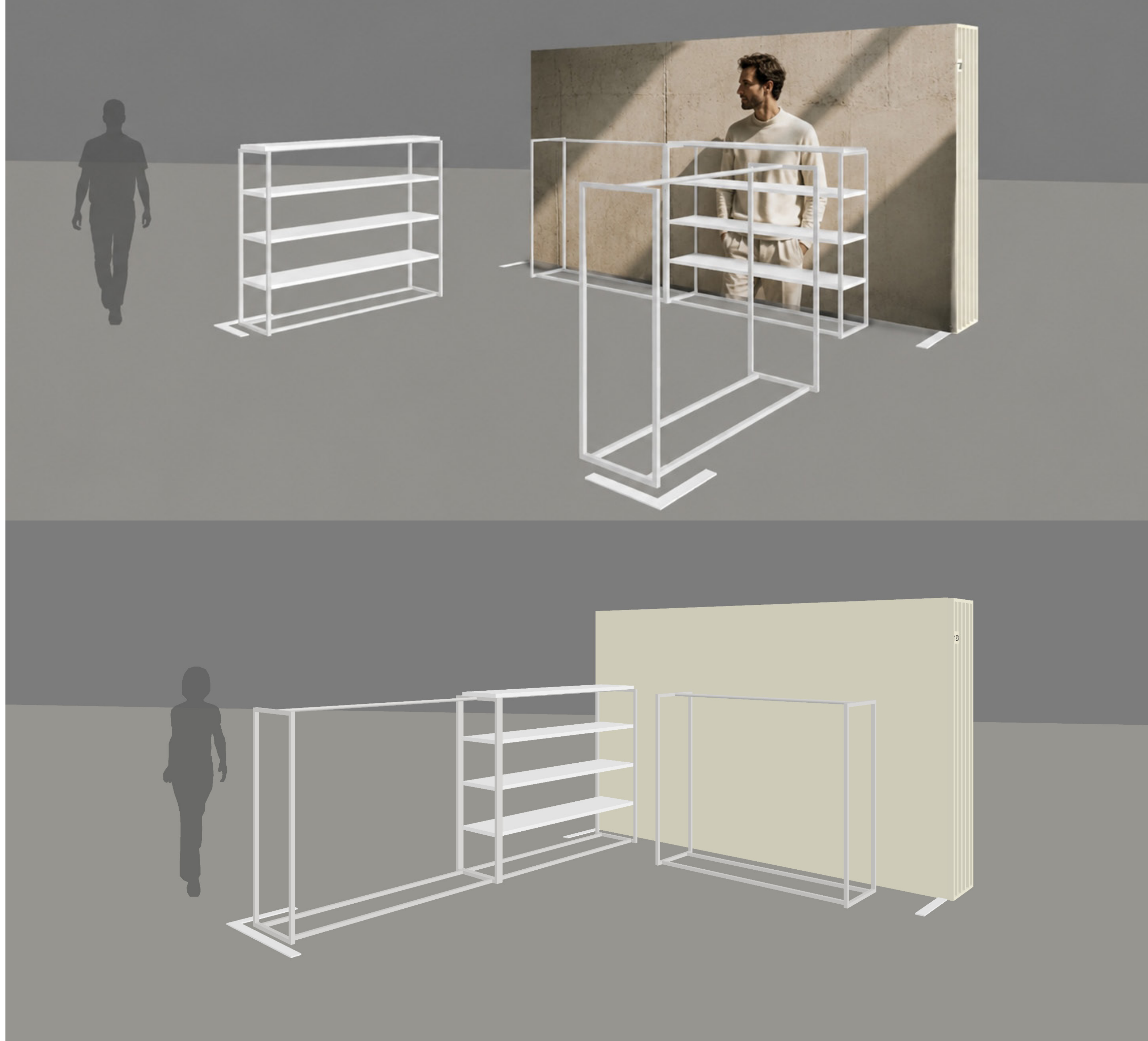
YOUR BRAND
Personalise your stand with a visual on the back wall, furniture, flooring and other details.



INNER AREA STANDS

from € 300 per m2

- Back wall 2.44m high
- Stainless steel racks (1.80m wide x 1.60m high)
- General lighting
- Signing stand number
- Brand on online brand list
- 50 complimentary tickets for your clients (regular price €15 each)



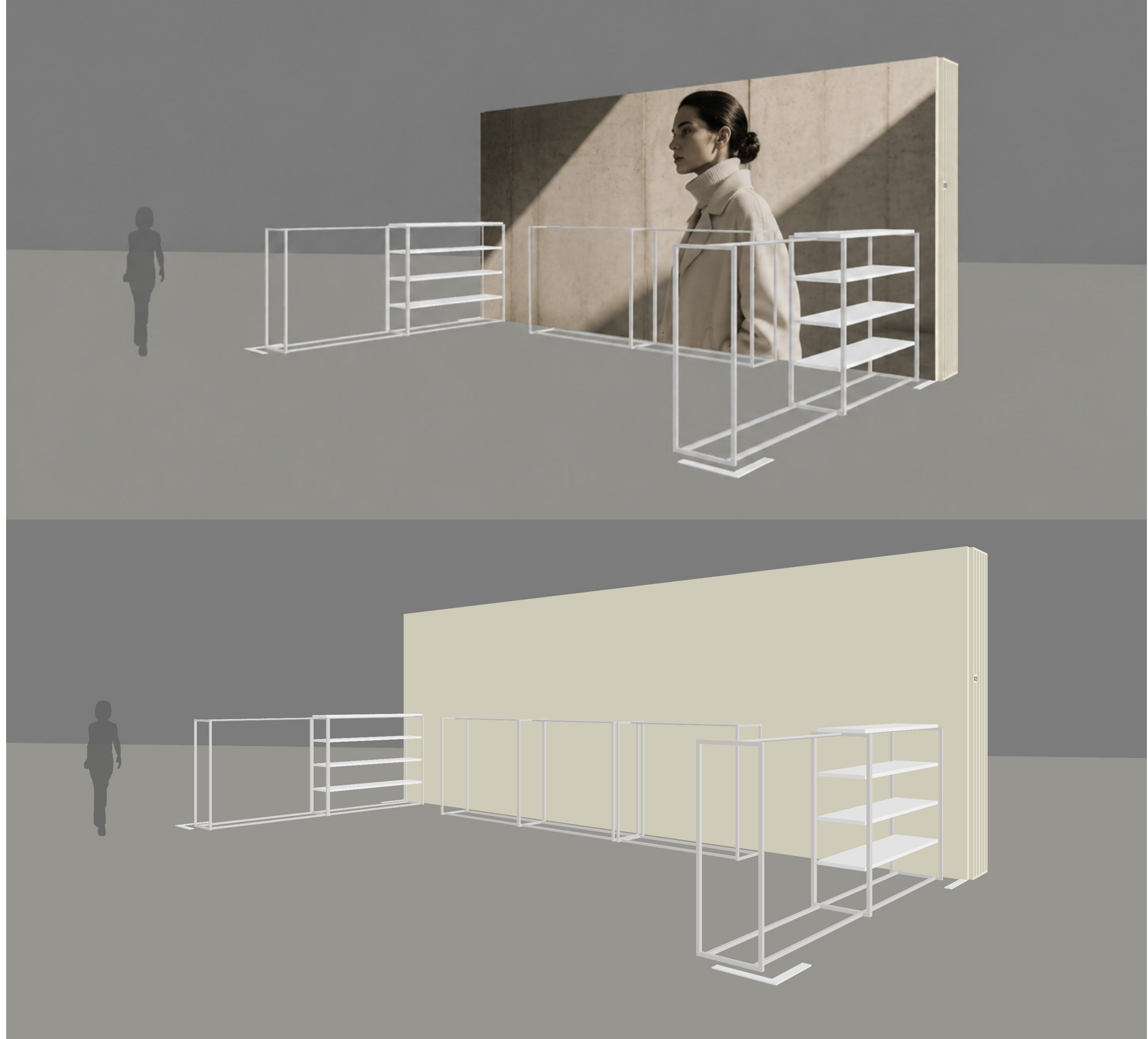
OUTER RING STANDS



On request, limited availability

From €345 per m²

- Back wall 3.50 high
- Stainless steel racks (1.80m wide x 1.60m high)
- General lighting
- Signing stand number
- Brand on online brand list
- 50 complimentary tickets for your clients (regular price €15 each)





OPEN SPACE

On request, limited availability

Price on agreement.

An attractive outdoor area near the hall offers the perfect setting for creative brand activations, shop-in-shop concepts or a food truck.

CHAPTER IS WHERE
THE GERMAN
FASHION INDUSTRY
COMES TOGETHER
AGAIN.

TO DISCOVER,
CONNECT,
AND TO DO
BUSINESS.



THE FIRST CHAPTER STARTS HERE. JOIN US!

Would you like to receive more information or
book a stand?
Please contact us:

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Event by:
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