

Press release | 27 July 2026

BAREFOOT EDITION #2

Huge success for the second Barefoot European Shoe Fair: exhibitors and visitors from all over the world were delighted.

With its second edition, BAREFoot built on the success of its debut, strengthening its position as the world's largest meeting place for the international barefoot footwear industry.

A total of 102 exhibitors featuring 121 brands from 26 countries showcased their products at Messe Offenbach. This growth underlines the increasing international significance of the first trade fair dedicated exclusively to barefoot shoes. Arnd Hinrich Kappe, CEO of Messe Offenbach, is also impressed by this development: "The high level of international interest and the positive trend in exhibitor numbers are a strong indication of the appeal of our exhibition venue. We are particularly pleased that around 75 per cent of our exhibitors come from abroad. The high level of international representation among our exhibitors underlines the growing importance of BAREFoot as a leading international industry platform."

Whilst the first two days of the fair, on Friday and Saturday, were reserved exclusively for trade visitors, the fair opened its doors to the general public on Sunday. The event thus provided a unique platform for exchange, inspiration and networking across the entire industry. The focus was on showcasing new products and innovations, with the aim of raising awareness of barefoot shoes even further amongst the general public.

Growing relevance and rising demand within the sector

Following the first two successful editions of the BAREFoot European Shoe Fair, the event is taking the next logical step in its development: from next year onwards, it will be held twice a year.

BAREFOOT

EUROPEAN SHOE FAIR

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The industry's strong faith in the event was evident even in the run-up to the second edition: even before it began, 58 registered exhibitors had already confirmed their participation in the third edition in January. During the three days of the fair, this figure rose further, with additional exhibitors confirming their participation for the next event. "We are delighted that so many exhibitors have already registered early for the third edition of the BAREFoot European Shoe Fair. The strong response shows that BAREFoot has established itself as an important international platform for the barefoot footwear industry and has now become a fixed date in the trade fair calendar for many companies," emphasises Arnd Hinrich Kappe.

The dates for the upcoming events have already been confirmed: BAREFoot Edition #3 will take place from 29 to 31 January 2027, and Edition #4 from 23 to 25 July 2027.

The BAREFoot European Shoe Fair is a trade fair specialising in barefoot shoes and related product segments. It brings together manufacturers, retailers and industry experts, reflecting the growing importance of this market sector. The event is organised by Messe Offenbach in collaboration with the HDS/L (Federal Association of the German Footwear and Leather Goods Industry).

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