

International Trade Shows



CHIC fashion trade show, Asia's largest such event. Housed over 100,000 square meters of exhibition space, its organizers claim to attract more than 125,000 professional visitors from China and around the world.

GLOBAL BUYING

AS INTERNATIONAL TRADE SHOWS FACE WEARY BUYERS, OFFERINGS ARE BROAD AND DEEP. BUYERS FROM ACROSS CATEGORIES WILL FIND MUCH TO CHOOSE FROM IN THE SECOND HALF OF THE YEAR IN LONDON, MILAN, PARIS, SHANGHAI AND BERLIN.

BY WWD STAFF

FOR THE SECOND HALF of the year, international trade shows are poised to face attendees who are likely fatigued by stiffer competition and lackluster consumer spending. But based on the breadth and depth of events on the calendar, trade-event producers are giving industry buyers plenty of choices to find new products – and inspiration, too.

Shows in Paris, Milan, London and Berlin as well as Shanghai reflect a consumer desire in the market for innovation

(wearables, for example) and authenticity (such as made in the U.K.) – and especially for lifestyle-related products. In early July, for example, Ispo Shanghai is running concurrently with Sports Tech Asia at the Shanghai New International Expo Centre. Ispo spotlights running, wellness, water sports and outdoor products along with fashion and fabrics.

For Sports Tech Asia, Messe München partnered with Adsale Exhibition Services to launch the event, which positions itself as a “one-stop solution for [the] sports industry,” noted organizers. Here, the

emphasis is on the convergence of technology and sports gear and apparel. Green and sustainably produced products are also highlighted.

Here’s a quick rundown of what’s in store for trade shows across the globe:

PARIS: IT’S COMPLICATED

Gilles Lasbordes, general manager of Première Vision, said the fact that exhibitors have been speedier than usual to register for the upcoming Blossom Première Vision and Première Vision Paris shows is an encouraging sign, though the outlook

for the industry remains “complicated.”

“The major European groups like LVMH [Moët Hennessy Louis Vuitton], Hermès and Kering, with Gucci, have all reported strong first quarters, which indicates some kind of acceleration....Inditex and H&M Group also [performed well], but despite this, the situation is not clear. Consumption in Europe is still difficult, the transformation of the U.S. market is still complex,” he said.

“We have to be very careful from the point of view of the mills, as those who are with the successful fashion brands are doing great, and those who are with

International Trade Shows

brands that are suffering are doing less well. It's a complex situation."

Blossom Première Vision, a fledgling two-day fabric salon dedicated to pre-collections, is scheduled to run from July 4 to 6 at the Palais Brongniart in Paris and will feature a beefed-up selection of tanners. Première Vision Paris will take place Sept. 19 to 21 at the Parc des Expositions de Villepinte.

MILAN: IT'S CONCENTRATED

September is shaping up as a busy month in Milan. The main fashion and accessories events and trade shows will be concentrated in 10 days, beginning Sept. 17 with the Micam and Mipel fairs, dedicated to footwear and bags, respectively. Concurrent to Milan Fashion Week, running Sept. 20 to 26, buyers from around the world will be able to visit the White and Super trade shows, in addition to the second edition of TheOneMilano, which combines the Mifur and Mipap fairs, focusing on fur and ready-to-wear collections.

Such a concentration of events is part of the agreement the Italian Ministry of Economic Development and Milan's municipality signed in October, according to which, starting from September, all fashion-related trade fairs will take place during Milan Fashion Week in order to show Italy's whole pipeline at the same time.

"More than a concentration, it's a careful coordination of the various appointments," explained Pitti Immagine's chief executive officer Raffaello Napoleone. "[This is] a moment of the calendar when budgets are being closed, so to have a complete and wide offer, it's a good opportunity for buyers to have a feedback from the collections and trends regarding footwear, leather goods and ready-to-wear at the same time," he added.

In particular, Napoleone said Super, which is organized by Pitti Immagine, is gearing up for September, continuing to "invest in scouting emerging brands and designers," and promoting the fair internationally to attract buyers of "high profile," interested in research and high quality.

Napoleone forecasts a positive performance for the Italian textile and apparel industry and the trade shows linked to the sector, with "small increases but a growing trend," nevertheless. He said he is expecting good reactions from European and Asian markets, in addition to the U.S., even if there are some "uncertainties regarding the reorganization of distribution," as he referenced the difficulties department stores are facing.

"Of course, we are expecting a much more important inflow compared to other editions, especially of foreign visitors," said White's founder Massimiliano Bizzi. The trade show dedicated to contemporary rtw and accessory labels recently revealed it has added a day to its September edition to better manage such an incoming of visitors and give extra visibility to its brands.

In fact, Bizzi hopes to register a double-digit increase in foreign visitors, especially coming from the U.S., Germany and China.

Asked if the packed schedule could be a downside because of the increased competition from and concurrence with the fashion shows, Bizzi sounded confident. "We're optimistic as White is now an essential reference point for a buyer in Milan," he said, underscoring how the current number of companies exhibiting at the fair is around 550, too many to be missed out by visitors.

Bizzi also hinted at a secret project that White will host in partnership with Milan's municipality to spotlight Italian design



while engaging the whole city.

Concurrent to White, TheOneMilano will unveil its second edition from Sept. 22 to 25. The fair aims to replicate the success of its debut in February, involving more than 11,000 buyers, 63 percent of which are from abroad. "We expect Chinese and Korean buyers, in addition to Europeans, mostly from Greece, Spain and Germany," said The One Milano's general manager Elena Salvaneschi, who underscored how Russians proved to be the most interested to the fair.

Salvaneschi highlighted how the show stands out from the others for showcasing spring collections and fall capsule lines. To boost the appeal of the fair, a series of activities will be implemented for the upcoming edition, including a collaboration with the social and e-commerce platform Wardroba to help young designers and emerging brands find access to the market.

Salvaneschi explained how her team is working to facilitate buyers' visits to the fair through partnerships with hotels, restaurants and transportation. "There will be great buzz and vitality in September. [...] The One Milano feels part of this system and believes in the opportunities originated from the synergy of more realities," she concluded.

LONDON: MADE IN THE U.K.

Despite the continued climate of economic and political instability, and concerns over further terrorist attacks following the tragedy in Manchester, England, trade-show organizers in London remain focused on introducing categories and fresh talent to maintain buyers' interest.

Scoop, the women's wear and accessories trade show, which takes place in Saatchi Gallery, is shifting its emphasis to contemporary designers, with 16 names added to the lineup, while the children's wear show Bubble London is looking to expand beyond clothing to home goods and lifestyle products. Representatives from the shows said buyer turnout is expected to be in line with previous seasons and they are hoping that favorable exchange rates will continue to lure international buyers.

"We are hoping that the weak pound will encourage more international buyers to visit the show, both inside and outside Europe," said Bubble London's event director Lindsay Hoyes.

Promoting the appeal of British-made clothes to buyers, as well as the exposure

to U.K.-based retailers for brands, is another area of attention. "We have been concentrating our efforts on ensuring that our U.K. retailers attend, as this is still very much the main reason that brands, both domestic and international, participate in the show," said Hoyes.

Scoop's founder and managing director Karen Radley added that demand has been fueled by international buyers looking for clothes bearing the "Made in England" label. "We are reaching out to the contemporary designer market, which has a strong target audience. In fact we are bringing in a fresh group of buyers interested in U.K.-produced designer clothing and accessories."

According to Linda Laderman, cofounder and organizer at the Textile Forum, the U.K.'s high-end facilities offer buyers more flexibility. "The beauty here is that our vendors are sitting on warehouses with 6 million pounds [or \$7.3 million] worth of stock. You could be looking for a swatch to inspire your storyboards and then decide that it works, call in again to just order three meters to make a single dress, then order 100 meters when the orders come in," Laderman explained. "That's part of the process because we're at the designer end. If you are ordering from a Chinese mill directly, you probably can't buy a meter because their minimum is too big. Also, the stock is backed, so a designer could look at a fabric in February, think about it for six months and it's probably still there."

She added that currency fluctuations are less important when buying luxury product. "When you're selling fabric at quite a high price, if you have to increase it by 5 or 10 percent, in real terms it's not a lot," Laderman said. "So in reality, there's a lot of noise out there, but I don't think you'll find anybody that's actually negative about it."

GERMANY: SHOW-STUDDED SEASON

Germany is once again gearing up for a trade-show-studded season, primarily in Berlin, which will host nine fairs and two main runway platforms in early July. Elsewhere in Germany, events like Munich Fabric Start's sourcing spin-off Munich Apparel Source, or the first edition of Gallery Shoes in Dusseldorf, the successor to the discontinued shoe fair GDS, are of mounting interest.

However, Europe's largest and most solid economy is not immune to the malaise striking apparel retail markets

elsewhere around the globe. Besides falling traffic, changing consumer buying habits, Internet gains, an ongoing oversupply of merchandise and too much sales space despite a spate of bankruptcies and succession-related closures, Germany's buyers remain an extremely safety-oriented lot, resulting in a numbing sameness of assortment and prevailing sense of déjà vu.

Business has been tough, reported Jürgen Dax, director of the German Apparel Retailers Association, "and it's not getting better," even up against weak previous year figures. "The mood isn't good, and as for trying something new, they [retailers] are too afraid they'll make a mistake. So it's about keeping on, one way or the other, working a bit on cutting costs, but a big change, no," he said.

Buyer traffic at the Berlin shows may feel the pressure, but Dax doesn't predict a major visitor decline. On the upside, he noted, Berlin is an international meeting place, and clients from Eastern Europe, including Russia, are traveling more and enjoy coming to the German capital. The shows are well-booked in Berlin, but exhibitors are nervous, one organizer said, "about budgets, and wholesale isn't all that interesting anymore."

"Select and curate" remains the credo of the Premium Group, which organizes Berlin's four contemporary platforms: Premium, Seek, Bright and Show & Order. Intent on providing retailers with the latest information about new trends, old trends coming back, or what Premium founder and director Anita Tillmann terms "all-time trends" such as sneakers, the group is also going culinary next season.

"It started slowly, but we see the topic of food getting more and more important for fashion retailers, and we will be showing the latest food trends," Tillmann said. Seek and Bright will feature Meet the Chefs, while Premium will step beyond the raw food movement with cuisine boiled less than 40 degrees Celsius (or 104 degrees Fahrenheit).

"There are huge problems not only in the German market and there are strange vibes around," said Panorama marketing chief Ralf Strotmeier, "but we are trying to make the fair as easy and exciting as possible. That's why we've added a lingerie segment this season," which means this midmarket platform covers all sectors outside of children's wear.

"We will also have more and newly merchandised lifestyle areas, filled with little knickknacks and food products like chutney from Kreuzberg that won't make a big buck, but are a nice buy for consumers who just pop into the store," Strotmeier suggested.

And the fair's more progressive, urban Nova section "is finally taking off," he said. "Many brands were watching it and are ready to join," and here, too, the assortment will include "nontextile gadgets to makes things more interesting."

Berlin is home to the sustainable fashion fairs Green Showroom and Ethical Fashion, which are moving to the Funkhaus Berlin, a sprawling landmark building on the banks of the Spree River in Treptow.

"It's still a niche market and a very small part of the overall apparel market," acknowledged Olaf Schmidt, vice president of organizers Messe Frankfurt. "But it's growing. More and more fashion labels are becoming occupied with the issue of sustainability, and we see more and more buyers from conventional stores now coming to the fairs.

"They were very cautious at first, but now take more time, and the tendency is for stores to mix green collections with others in their assortment," he added.

Who's Next.

International fashion trade show

Paris,
Porte de Versailles

whosnext.com
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Thanks to the buyers, stylists, designers and influencers for participating in the common campaign project, in collaboration with Joe Cruz. Meet them all on : community.whosnext.com

Premiere Classe

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2017

INTERNATIONAL TRADE SHOW CALENDAR

 POWERED BY **WWD** Studios

JULY

1-3 Playtime Paris, Parc Floral de Paris, Picaflor sarl
 ☎ +33-1-44-62-83-01
 ✉ hello@playtimeparis.com
 🌐 playtimeparis.com

2-6 Haute Couture Week, Fédération Française de la Couture, du Prêt à Porter des Couturiers et des Créateurs de Mode, 100/102 Rue du faubourg Saint-Honoré, Paris 8th
 ☎ +33-1-42-66-64-44
 ✉ info@modeaparis.com
 🌐 modeaparis.com

3-5 SPINEXPO Paris, Cité de la Mode et du Design, 34 Quai d'Austerlitz, Paris
 ☎ +852 2824 8580
 ✉ info@spinexpo.com
 🌐 spinexpo.com

4-6 Premium, 4-6 Luckenwalder Straße, Berlin, Germany
 ☎ +49-30-629-0850
 ✉ info@premium-exhibitions.com
 🌐 premiumexhibitions.de

4-6 Seek Contemporary Fashion Trade Show, Arena Berlin, 4 Eichenstraße, Berlin, Germany
 ☎ +49-30-2088-913-400
 ✉ info@seekexhibitions.com
 🌐 seekexhibitions.com

4-6 Bright, Arena Berlin, Am Flutgraben, Berlin, Germany
 ☎ +49-69-669-621-57
 ✉ hello@brighttradeshow.com
 🌐 brighttradeshow.com

4-6 Kraftwerk Show & Order, Kraftwerk Berlin-Mitte, 70 Köpenicker Straße, Berlin, Germany
 ☎ +49-30-208-891-330
 ✉ welcome@premium-exhibitions.com
 🌐 showandorder.de

4-6 Panorama, ExpoCenter City, Jafféstraße/South Entrance, Berlin, Germany
 ☎ +49-30-2759-56040
 ✉ office@panorama-berlin.com
 🌐 panorama-berlin.com

4-6 Selvedge Run, Kulturbrauerei, 36 Schönhauser Allee, Berlin, Germany
 ☎ +49-3040576516
 ✉ annika@selvedgerun.com
 🌐 selvedgerun.com

4-6 Greenshowroom, Funkhaus Berlin, 18 Nalepastraße, Berlin, Germany
 ☎ +49-69-7575-5855
 ✉ contact@greenshowroom.com
 🌐 green-showroom.com

4-6 Ethical Fashion Show, Funkhaus Berlin, 18 Nalepastraße, Berlin, Germany
 ☎ +49-69-7575-5855
 ✉ contact@ethical-fashionshowberlin.com
 🌐 ethicalfashionshow-berlin.com

4-6 Curvy is Sexy, Telekom Hauptstadtpräsenz, 33a-c Französische Straße, Berlin, Germany
 ☎ +49-8151-99-859-80
 ✉ seeyou@curvyissexy.com
 🌐 curvy-is-sexy.com

4-7 Mercedes-Benz Fashion Week Berlin, Kaufhaus Jansdorf, 19-21 Brunnenstraße, Berlin, Germany
 ☎ +49-30-8892-2890
 ✉ office.mbfwb@img.com
 🌐 mbfashionweek.com

5-8 Der Berliner Mode Salon, Kronprinzenpalais, 3 Unter den Linden, Berlin, Germany
 ☎ +49-30-443-5190
 ✉ pepe.burkhardt@db-mode.de
 🌐 derberlinersalon.com

6-7 Anteprema, FieraMilano City, Viale Scarampo, Milan
 ☎ +39 02 880 7711
 ✉ anteprema@anteprema-fair.com
 🌐 anteprema-fair.it

6-8 ISPO Shanghai, Shanghai New International Expo Centre, Pudong, Shanghai, China
 ☎ +49-89-949-20144
 ✉ shanghai@ispo.com
 🌐 shanghai.ispo.com

6-8 Sports Tech Asia, Shanghai New International Expo Centre, Pudong, Shanghai, China
 ☎ +49-89-949-20144
 ✉ shanghai@ispo.com
 🌐 sportstechasia.com

6-8 Intertextile Pavilion Shenzhen, Shenzhen Convention and Exhibition Center, Shenzhen, China
 ☎ +852-2802-7728
 ✉ info@hongkong-messefrankfurt.com
 🌐 intertextile-pavilion-shenzhen.hk.messefrankfurt.com

6-10 AltaRoma, Via dell'Umiltà 48, Rome
 ☎ +39 06 678 1313
 Fax: +39 06 6920 0303
 ✉ altaroma@altaroma.it
 🌐 altaroma.it

8-10 Mode City Salon International, Paris Expo Porte de Versailles Pav.1
 🌐 http://eurovet.com/en-modecity-2017/

8-10 Gift HQ, Brisbane Convention & Exhibition Centre, South Bank, Brisbane
 ☎ +61-2-9452-7575
 ✉ info@fairevents.com.au
 🌐 giftfairevents.com.au/Queensland

8-10 Interfillière, Paris Expo, Pav.1, 1 Place de la Porte de Versailles
 ☎ +33-1-47-56-32-42
 ✉ hotline.visiteurs@eurovet.fr
 🌐 interfilliere.com

8-10 ModeFabriek, Salon International de la Lingerie et du Swimwear, Paris Expo, Pav.1, 1 Place de la Porte de Versailles
 ☎ +33-1-47-56-32-42
 ✉ hotline.visiteurs@eurovet.fr
 🌐 eurovet.com/en-modecity-2017/

9-10 Modefabriek Amsterdam, Amsterdam RAI, 8 Europaplein, Amsterdam, The Netherlands
 ☎ +31-20-4421960
 ✉ office@modefabriek.nl
 🌐 modefabriek.nl

An attendee at the Kingpins Tradeshow in Amsterdam.



Please note trade show dates and locations are subject to change.

P R E M I U M
G R O U P



4 – 6 JULY 2017 BERLIN



5 JULY 2017 BERLIN

CURATED TO INSPIRE

www.premiumgroup.berlin

10-13 Hong Kong Fashion Week, Hong Kong Convention & Exhibition Center, 1 Expo Drive, Hong Kong
 ☎ +852-1830-668
 ✉ exhibitions@hktcdc.org
 🌐 <http://m.hktcdc.com/fair/hkfashionweekss-en/HKTDC-Hong-Kong-Fashion-Week-for-Spring-Summer.html>

11-13 Milano Unica, Fiera Milano, Rho, 28 SS Sempione
 ☎ +39-02-6610-1105
 ✉ info@milanounica.it
 🌐 milanounica.it

11-13 Intertext Milano/ Ready to Show, Superstudio PIU, Via Tortona 27, Milan
 ☎ +39-02-4801-5026
 ✉ intertextmilano@gmail.com
 🌐 intertext-milano.it

13-16 China Wedding Expo, Shanghai New International Expo Centre, 2345 Longyang Road, Pudong New District
 ☎ 86-21-62792828 62472387
 ✉ chinawedding@siect-ccpit.com
 🌐 <http://www.chinaweddingexpo.com.cn/en/index.aspx>

14-16 Supreme Kids, MTC world of fashion, 45 Taunusstraße, Munich, Germany
 ☎ +49-89-4204-479-0
 ✉ info@munichfashioncompany.com
 🌐 munichfashioncompany.com

16-17 Bubble London, Business Design Center, 52 Upper Street, Islington, N1 0QH, London
 ☎ +44 (0) 207 586 9494
 ✉ lindsay@bubblelondon.com
 🌐 <http://www.bubblelondon.com/>

16-18 Scoop London, Saatchi Gallery, Duke of York's Headquarters, King's Road, London, SW3 4RY
 ☎ +44 (0) 20 7254 0121
 ✉ d@lambtoslaughter.co.uk
 🌐 <http://www.scoop-international.com/>

17-18 View Premium Selection by Munich Fabric Start, MVG Museum, 20 Ständlerstraße, Munich, Germany
 ☎ +49-89-4522-47-0
 ✉ visitor@munichfabricstart.com
 🌐 munichfabricstart.com

18-19 Tracht & Country Premiere Herbst, Brandboxx, 1 Moosfeldstraße, Bergheim bei Salzburg, Austria
 ☎ +43-662-4477-0
 Email: info@reedexpo.at
 🌐 messe.at

19-21 Cool Kids Fashion, National Exhibition and Convention Center in Shanghai
 ☎ 15888222801
 🌐 <http://events.ubm.com/event/3973/cool-kids-fashion-shanghai-2017>

21-24 Collection Premiere Düsseldorf, Düsseldorf, Germany
 ☎ +49211 749596915
 ✉ info@textschwester.de
 🌐 fashion-net-duesseldorf.de

22-24 Mare d'Amare, Fortezza da Basso, Viale Strozzi, 1, Florence
 ☎ +39 055 73 98 530
 ✉ buyer@maredamare.eu
 🌐 maredamare.eu

22-25 Supreme Women and Men Düsseldorf, B1, 1 Bennigsenplatz, Düsseldorf, Germany
 ☎ +49-89-4204-479-0
 ✉ info@munichfashioncompany.com
 🌐 munichfashioncompany.com

22-24 Gallery, Areal Böhler, 321 Hansaallee, Düsseldorf, Germany
 ☎ +49-211-43-96-01
 ✉ info@igedo.com
 🌐 igedo.com

23-25 Pure London, Grand Hall, Olympia Exhibition Center, Hammersmith Road, W14 8UX, London
 ☎ +44 (0) 203 033 2015
 ✉ sarahlawrence@icloud.com
 🌐 www.purelondon.com/

23-25 Supreme Body & Beach Munich, MTC world of fashion, 45 Taunusstraße, Munich, Germany
 ☎ +49-89-4204-479-0
 ✉ info@munichfashioncompany.com
 🌐 munichfashioncompany.com

23-25 Pure London, Grand Hall, Olympia Exhibition Center, Hammersmith Road, W14 8UX, London
 ☎ +44-203-033-2015
 ✉ pure.london@ascential.com
 🌐 purelondon.com

26-27 Jacket Required London, The Old Truman Brewery, Hanbury Street, E1 6QL, London
 ☎ +44 (0) 7904 509 173
 ✉ heathernoir@icloud.com
 🌐 <http://www.jacket-required.com/>

26-27 Online Retailer 2017, Sydney Convention and Exhibition Centre, Sydney
 ☎ +61-2-9422-2522
 ✉ alice.kuepper@reedexhibitions.com.au
 🌐 onlineretailer.com

28-Oct.1 Paris Sur Mode Tuileries, Place de la Concorde, Paris
 ☎ +33-1-40-13-74-74
 ✉ info@parissurmode.com
 🌐 parissurmode.com

29-31 Innatex, Messecenter Rhein-Main, 5-7 Robert-Bosch-Straße, Hofheim (Wallau), Germany
 ☎ +49-69-630092-33
 ✉ hitzel@muveo.de
 🌐 innatex.muveo.de

AUGUST

3-6 Life Instyle & Kids Instyle, Royal Exhibition Building, 9 Nicholson Street, Carlton Gardens, Melbourne
 ☎ +61-2-94-2286-86
 ✉ info@lifeinstyle.com.au
 🌐 lifeinstyle.com.au

5-7 Premium Order Munich, Zenith Hall, 29 Lillienthalallee, Munich, Germany
 ☎ +49-30-6290-850
 ✉ info@premiumexhibitions.com
 🌐 premiumexhibitions.de

5-9 Melbourne 2017 Home & Giving Fair, Melbourne Convention & Exhibition Centre, 2 Clarendon Street, South Wharf, Melbourne and Melbourne Showgrounds, Langs Road, Ascot Vale, Melbourne
 ☎ +61-2-9763-3222
 ✉ contact@agha.com.au
 🌐 homeandgiving.com

6-8 Moda, National Exhibition Center, North Avenue, B40 1NT, Birmingham
 ☎ +44 (0) 1484 846069
 ✉ nicole.yates@moda-uk.co.uk
 🌐 <http://www.moda-uk.co.uk/>

8-12 Copenhagen Fashion Week, Danish Fashion Institute, Frederiksholms Kanal 30, Copenhagen
 ☎ +45-70-20-30-68
 ✉ info@copenhagenfashionweek.com
 🌐 copenhagenfashionweek.com

9-11 Revolver Copenhagen International Fashion Trade Show, Halmtorvet 11, Copenhagen
 ☎ +45-3964-8586
 ✉ hello@revolver.dk
 🌐 revolver.dk

9-11 CIFF (Copenhagen International Fashion Fair), Bella Center Copenhagen, Center Boulevard 5, Copenhagen
 ☎ +45-5060-4527
 ✉ bea@bellacenter.dk
 🌐 ciff.dk

9-11 CIFF RAVEN, Bella Center Copenhagen, Center Boulevard 5, Copenhagen
 ☎ +45-5060-4527
 ✉ bea@bellacenter.dk
 🌐 ciff.dk

9-11 CIFF KIDS Forum Copenhagen, Julius Thomsens Plads 1, Frederiksberg Copenhagen
 ☎ +45-5060-4527
 ✉ bea@bellacenter.dk
 🌐 ciff.dk

16-18 China Guangzhou Leather Expo, JinJiang SM International Exhibition Center, No. 31, New Street South, Luoshan Street, JinJiang, Quanzhou, Fujian China
 ☎ +86-20-8701-5017
 ✉ ruihongfair@outlook.com
 🌐 en.ruihongexpo.com

22-24 Playtime Tokyo, Belle Salle Shibuya Garden, 16-17 Nanpeidai-cho, Shibuya-ku, Tokyo
 ✉ hello@playtimetokyo.com
 🌐 playtimetokyo.com/en

25-27 International Synthetic Leather Fair, Wenzhou International Convention & Exhibition Center, 1 East Jiangbin Road, Wenzhou
 ☎ +86-577-8890-2904
 ✉ market@donnor.com
 🌐 csif.chinaleatherfair.com

26-27 Beauty Expo Australia, International Convention Centre, Sydney, 14 Darling Drive, Sydney
 ☎ +61-2-9211-7544
 ✉ beauty@infosalons.com.au
 🌐 beautyexpoaustralia.com.au

26-28 International Jewelry Fair Sydney, International Convention Centre, Sydney, 14 Darling Drive, Sydney
 ☎ +61-2-94-5275-28
 ✉ claudia.garcia@expertiseevents.com.au
 🌐 jewelleryfair.com.au/Sydney

27-28 Frontline Australian Buying Event, Melbourne Convention and Exhibition Centre, 2 Clarendon Street, South Wharf, Melbourne
 ☎ +61-3-98-8857-66
 ✉ kylie@frontlinestores.com.au
 🌐 fabevent.com.au

27-29 NZ Spring Gift & Homeware Fair, ASB Showgrounds, 217 Greenlane Road, Greenlane, Auckland
 ☎ +64-9-976-8300
 ✉ info@giftfairs.co.nz
 🌐 giftfairs.co.nz

27-29 GDS Trade Fair, Areal Böhler, 321 Hansaallee, Düsseldorf, Germany
 ☎ +49-211-43-96-01
 ✉ info@igedo.com
 🌐 igedo.com

28-Sept. 3 New Zealand Fashion Week Autumn/Winter 2018, 108B Newton Road, Eden Terrace, Auckland
 ☎ +64-9-377-8033
 ✉ admin@nzfashionweek.com
 🌐 nzfashionweek.com

SHOW SPOT-LIGHTS

LINEAPELLE

● **Slugged as the destination** for leather, accessories, and synthetics and models for footwear, furniture and apparel, LINEAPELLE opens its doors for another season. Celebrating its 93rd installment, the Milan-based trade show will host international buyers and merchants to discover new brands and techniques this September.

LINEAPELLE has asserted itself as a dominant force in the leather category. Broadening its scope to investigate driving trends within the segment, the most recent event was invigorated with three new trend locations for visitors to learn more about driving trends in the industry. Attendees are also privy to exclusive, on-site trend conferences.

The trade show continues to thrive – according to a company spokesman February's event posted a four percent increase in exhibitors totaling 1,198 heralding from 44 countries. In addition to its namesake biannual event, LINEAPELLE also hosts previews and sister trade shows in New York, Paris, Hong Kong, Tokyo and London.

EUROVET

● **Centered on the swimwear**, intimate, and performance categories, EuroVet merges the related industries into a brimming trade show ripe with emerging talent, advanced textiles, and esteemed brands. EuroVet's network includes the Salon International de la Lingerie, which boasts 50 years of success.

Mode City also falls under EuroVet's umbrella that has welcomed industry experts for over 30 years. In addition to its series in Clichy, France, EuroVet also holds trade shows in New York, Hong Kong, Las Vegas and surrounding cities in France ranging from Lyon to Annecy. EuroVet has embraced the active wear category, realized with five trade shows designated to the arena like Snow Avant-Première and Bikexpo. In its primary focus of intimates and swim wear, EuroVet has broadened its reach to include a multitude of directions and brands spanning ▶



The trend forum at Intertext.



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PARIS

29-31 SPINEXPO, Shanghai, Shanghai World Expo Exhibition and Convention Center, 1099 Guozhan Road, Shanghai
 ☎ +852-2824-8580
 ✉ info@spinexpo.com
 🌐 spinexpo.com

30-Sept. 1 China International Footwear Fair & Moda Shanghai, Shanghai New International Expo Center, 2345 Longyang Road, Pudong New District, Shanghai
 ☎ +86-20-8666-0158
 ✉ sales@aplif.com
 🌐 aclechina.com

30-Sept. 1 All China Leather Exhibition 2016, Shanghai New International Expo Center, 2345 Longyang Road, Pudong New District, Shanghai
 ☎ +86-20-8666-0158
 ✉ sales@aplif.com
 🌐 aclechina.com

30-Sept. 2 CPM – Collection Premiere Moscow/CPM Kids, Expocentre Fairgrounds Moscow, Russia
 ☎ +49-211-4396-444
 ✉ Kasch@igedo.com
 🌐 cpm-moscow.com

SEPTEMBER

1-3 Bread & Butter, Arena Berlin, 4 Eichenstrasse, Berlin, Germany
 ☎ +49-30-2000-889176
 ✉ breadandbutter@zalando.de
 🌐 breadandbutter.com

1-3 Momad Metrópolis & Momad Shoes, Feria de Madrid, Madrid
 ☎ +34-91-722-30-00
 ✉ metropolis@ifema.es
 🌐 http://www.ifema.es/momadmetropolis_06

3-4 London Edge, Business Design Center, 52 Upper Street, Islington, N1 0QH, London
 ☎ +44-770-948-7844
 ✉ emwaterfield@outlook.com
 🌐 londonedge.com

5-7 Munich Fabric Start, 29 and 40 Lillienthalallee, Munich, Germany
 ☎ +49-89-45-22-47-0
 ✉ visitor@munichfabricstart.com
 🌐 munichfabricstart.com

5-7 Munich Apparel Source, MTC world of fashion, 45 Taunusstraße, Munich, Germany
 ☎ +49-89-4522-47-0
 ✉ visitor@munichapparelsource.com
 🌐 munichapparelsource.com

6-8 Tokyo International Gift Show, Tokyo Big Sight, 3-11-1 Ariake, Koto-ku, Tokyo
 ✉ d-haga@giftshow.co.jp
 🌐 http://www.giftshow.co.jp/english/

6-8 Rooms, Gotanda TOC Bldg., 13th Floor, Japan
 ✉ rooms@hpgpr.com
 🌐 roomsroom.com
8-10 Pitti Fragranze, Stazione Leopolda, Viale F.lli Rosselli 5, Florence
 ☎ +39-055-36931
 ✉ info@pittimagine.com
 🌐 pittimagine.com

8-11 Who's Next & Première Classe, Parc des Expositions, Porte de Versailles, Paris
 ☎ +33-1-40 13 74 83
 ✉ info@whosnext.com
 🌐 whosnext-tradeshows.com

8-11 Bijorhca Paris, Paris Expo, Porte de Versailles, Pavillon 5.1,5.2,5.3, Paris
 ☎ +33-1-47-56-52-82
 ✉ info@bijorhca.com
 🌐 bijorhca.com

8-12 Maison & Objet Paris, Parc des Expositions, Paris Nord Villepinte, Paris
 ☎ +33-1-76-21-18-39
 ✉ maison-objet@badgeonline.net
 🌐 maison-objet.com

8-16 Paris Design Week, Les Docks, Cité de la Mode et du Design, 34 quai d'Austerlitz, Paris
 ☎ +33-1-44-29-03-90
 ✉ p.gendrot@parisdesignweek.fr
 🌐 parisdesignweek.fr

10-11 Riviera by Mode City, Mandelieu - Centre Expo Congrès
 🌐 http://eurovet.com/en-riviera-2017/

13-16 Asia's Fashion Jewellery & Accessories Fair - September Edition, AsiaWorld Hong Kong
 ☎ (852) 2516 1677 / 2585 6179
 ✉ salesafj-hk@ubm.com
 🌐 http://events.ubm.com/event/3771/asia-fashion-jewellery-accessories-fair-september-edition

14-18 Shenzhen International Jewelry Fair, Shenzhen Convention & Exhibition Center, Fuhua Third Road, Shenzhen, China
 ☎ +852-2561-5566
 ✉ info@newwayfairs.com
 🌐 newwayfairs.com

15-18 Homi Milano, Rho Fiera Milano, Milan
 ☎ +39-02-4997-6144
 ✉ vistatori.homi@fieramilano.it
 🌐 homimilano.com

15-19 Mercedes-Benz Fashion Week Madrid, Feria de Madrid, Madrid
 ☎ +34-91-722-5084
 ✉ lliebana@ifema.es
 🌐 ifema.es/mercedesbenzfw_01

15-19 London Fashion Week, 180 Strand, WC2R 1EA, London
 ✉ will.iron@britishfashioncouncil.com
 🌐 http://www.londonfashionweek.co.uk/

17-20 TheMicam, FieraMilano Rho, Milan
 ☎ +39 02 438291
 ✉ info@themicam.com
 🌐 themicam.com

17-20 Mipel, FieraMilano Rho, Milan
 ☎ +39-02-5845-11
 ✉ segreteria@mipel.it
 🌐 mipel.com

18-21 Apparel Sourcing, Paris le Bourget, Paris
 ☎ +33-1-55-26-89-89
 ✉ apparelsourcing@france.messefrankfurt.com
 🌐 apparelsourcing.messefrankfurt.com

18-21 Avantex, Paris le Bourget, Frankreich, Paris
 ☎ +33-1-55-26-89-89
 ✉ avantex@france.messefrankfurt.com
 🌐 apparelsourcing.messefrankfurt.com

18-21 Texworld/Apparel Sourcing Paris, Paris Le Bourget, Parc des expositions, 93350 Le Bourget, France
 ☎ +33-1-55-268-989
 ✉ texworld@france.messefrankfurt.com, apparelsourcing@france.messefrankfurt.com
 🌐 texworld.messefrankfurt.com, apparelsourcing.messefrankfurt.com

18-21 Shawls & Scarves Paris, Paris le Bourget, Parc des expositions, 93350 Le Bourget, France
 ☎ +33-1-55-26-89-89
 ✉ barbarakurdziel@france.messefrankfurt.com
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 ✉ apparelsourcing@france.messefrankfurt.com
 🌐 apparelsourcing.messefrankfurt.com

19-21 Première Vision Paris, Parc des Expositions, Halls 3, 4, 5 and 6, Paris Nord Villepinte, Paris
 ☎ +33-1-70-38-70-00
 ✉ pvfrance@premierevision.com
 🌐 premierevision.com

20-24 Intergifts Madrid, Feria de Madrid, Madrid
 ☎ +34-902-22-15-15
 ✉ anau@ifema.es
 🌐 ifema.es/intergift_01

20-26 Milano Moda Donna, Milan
 ☎ +39-02-77710828
 Fax: +39-02-77710850
 ✉ cameramoda@cameramoda.it
 🌐 cameramoda.it

21-22 Osaka International Gift Show, Osaka Merchandise Mart, 1-7-31 Otemae, Chuo-ku, Osaka
 ☎ +81-6-6943-2010
 ✉ giftwest@businessguide-sha.co.jp
 🌐 http://www.giftshow.co.jp/english/58oigs/index.htm

22-24 2016 Cashmere World, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong
 ☎ +852-2827-6211
 ✉ info@cashmereworldfair.com
 🌐 cashmereworldfair.com

22-25 TheOneMilano, FieraMilano City, Milan
 ✉ info@theonemilano.com
 🌐 theonemilano.com

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 Fax: +39 02 57407553
 ✉ info@whiteshow.it
 🌐 whiteshow.it

Cosa Bella to Asics to Kate Spade New York.

WHO'S NEXT (WSN)

● In conjunction with *Première Classe*, *Who's Next* has become a pillar in the international women's wear trade show circuit. Sectioned into five categories, visitors have access to a range of brands from contemporary to luxury and basics.

The various capsule shows within the overarching event include *Fame*, *Private*, *Trendy*, *Urban* and *Studio* - each of these have an individual focus furthering its relevance in the current market as retailers look to expand their offerings to capture more consumers.

For its January edition, the collective segments attracted over 700 brands entirely. *FAME* drew 175 brands that fell into its categorization of "creative women's wear brands with strong commercial potential." The *TRENDY* show was responsible for 85 brands - showcasing affordable, trend-focused pieces. *URBAN* was the smallest show, with only 65 brands participating - though this is not surprising given that it's centered on denim and street wear. *STUDIO* draws a large showing - 175 brands participated in January - as it highlights ready-to-wear contemporary brands.

SPINEXPO

● The international destination for fibers, yarns and knit wear, *SPINEXPO* has broadened its reach to have events in Shanghai, Paris and New York. *SPINEXPO* extends a number of services for visitors - *SPINEXPLORE*, *SPINEXCLUSIVE* and its namesake event.

SPINEXPLORE collates interests and inspirations for their team of designers and trend specialists, a company spokesperson said. This presentation centers on emerging innovations, knit wear and crafts among other topics. The organization also offers exclusive, seasonal trend forecasts that showcases yarn and knit directions in its *SPINEXCLUSIVE* service.

Its headlining event, *SPINEXPO* taps top international designers, vendors and merchants of knit wear, fibers, yarns, additional textiles and correlating machinery necessary for producing these products at scale. ▶



Street style spotted at the Bright and Seek trade shows in Berlin.



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 ☎ +39 05 536931
 ✉ superbrand@pittimagine.com
 🌐 pittimagine.com/corporate/fairs/super.html

6-9 Silmo, Parc des Expositions, Hall 5A-6, Paris Nord Villepinte, Paris
 silmo@oxygen-rp.com
 silmoparis.com
 24-26 Super, Fieramilanocity, Viale Scarampo, Milan
 ☎ +39-055-3693-1
 ✉ silmo@silmo.fr
 🌐 silmoparis.com

23-26 The Sydney Reed Gift Fair, Sydney Exhibition Centre @ Glebe Island, 41 James Craig Road, Rozelle, Sydney
 ☎ +02-9422-8686
 ✉ heather.jovevski@reedexhibitions.com.au
 🌐 reedgiftfairs.com.au

23-27 VicenzaOro September, Vicenza Fair, Via dell'Oreficeria, 16, Vicenza, Italy
 ☎ +39-0444-469-111
 Fax: +39-0444-969-000
 ✉ info@vicenzaoro.com
 🌐 vicenzaoro.com

26-28 Mi Milano Pret à Porter, Fieramilanocity, Viale Scarampo, Milan
 ☎ +39-02-49971
 ✉ fieramilano@fieramilano.it
 🌐 fieramilano.it

27-28 Filo International, Palazzo delle Stelline, Corso Magenta, 61, Milan
 ☎ +39 015 8483271
 ✉ info@filo.it
 🌐 filo.it

27-29 IFF MAGIC Japan Autumn, Tokyo Big Sight Exhibition Center
 ☎ +81-3-5296-1026
 ✉ s-iffmagic-jp@ubm.com
 🌐 http://events.ubm.com/event/3756/iff-magic-japan-autumn

26-Oct. 03 Paris Fashion Week, Fédération Française de la Couture, du Prêt à Porter des Couturiers et des Créateurs de Mode, 100/102 Rue du Faubourg Saint-Honoré, Paris
 ☎ +33-1-42-66-64-44
 ✉ info@modeaparis.com
 🌐 modeaparis.com

28-Oct. 1, Paris Sur Mode Tuileries, Place de la Concorde, Paris
 ☎ +33-1-40-13-74-74
 ✉ info@parissurmode.com
 🌐 parissurmode.com

28-Oct. 1 Première Classe Tuileries, Place de la Concorde, Paris
 ☎ +33-1-40-13-74-74
 ✉ info@premiere-classe.com
 🌐 premiere-classe.com

29-Oct. 1 Woman Paris, 7, 19 Place Vendôme, Paris
 ☎ +33-9-67-42-01-41
 ✉ lenadaniel@manwomanshows.com
 🌐 manwomanshows.com

29-Oct. 2 Vendôme Luxury, Hotel Le Meurice, 228 Rue de Rivoli, Paris
 ✉ contact@vendomeluxury-paris.com
 🌐 vendomeluxury-paris.com

29-Oct. 2 Tranoi Femme, Palais de la Bourse; Carrousel du Louvre, Paris
 ☎ +33-1-53-01-84-90
 ✉ info@tranoi.com
 🌐 tranoi.com

OCTOBER

1-6 Tax Free World Exhibition & Conference, Palais des Festivals, Cannes
 ☎ +33-1-40-74-09-86
 ✉ visitors@tfwa.com
 🌐 tfwa.com

2-4 Luxe Pack, Grimaldi Forum, Monaco
 ☎ +33-4-74-73-42-33
 ✉ aroposte@ldice.fr
 🌐 luxepack.com

4-6 LINEAPELLE, FieraMilano Rho, Milan
 ☎ +39 02 8807711
 ✉ milano@lineapelle-fair.it
 🌐 lineapelle-fair.it

11-13 Intertextile Shanghai Apparel Fabrics, Pavilion Shenzhen, Shenzhen Convention and Exhibition Centre, Shenzhen, China
 ☎ +852-2238-9954
 ✉ textile@hongkong.messefrankfurt.com
 🌐 intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com
 11-13 Yarn Expo Autumn 2015

11-12 Textile Forum, 1 Marylebone, London, NW1 4AQ
 ☎ +44 (0) 78787 64645
 ✉ amy.packham@textileforum.org.uk
 🌐 textileforum.org.uk

11-13 Fashion World Tokyo, Tokyo Big Sight, 3-11-1 Ariake, Koto-ku, Tokyo
 ☎ +81-3-3349-8508
 ✉ fwt@reedexpo.co.jp
 🌐 fashion-tokyo.jp/en/

11-13 CHIC Shanghai, National Exhibition and Convention Center, 168 East Yinggang Road, Shanghai
 ☎ 86-10-65050617
 ✉ lvjiang@cwtc.com
 🌐 en.chiconline.com.cn

12-20 Shanghai Fashion Week, 1001, Building F, 652 Changshou Road, Shanghai
 ☎ +86-021-32530463
 ✉ sifc@sifc.org.cn
 🌐 shanghai-fashionweek.com

12-13 Istanbul Jewelry Show October, Istanbul Fair Center (CNR Expo), Tüyap Fair and Congress Center, Cumhuriyet Mahallesi Eski Hadimköy Yolu Caddesi 9/1, 34500 Büyükdere, Istanbul
 ☎ +90 212 519 0719
 ✉ visit-ijs@ubm.com
 🌐 istanbuljewelryshow.com

13-16 Shanghai World Jewelry Expo 2017, Shanghai World Expo Exhibition & Convention Center, Hall 1, 1099 Guo Zhan Road, Shanghai
 ☎ +86 21 6587 6481
 ✉ jewelry@broex.com
 🌐 jewelleryshanghai.com

16-18 Beautyworld Japan West, INTEX Osaka, 1-5-102, Nanko-Kita, Suminoe-ku, Osaka
 ☎ 81-3-3262-8939
 ✉ info@beautyworldjapan.com
 🌐 beautyworldjapan.com

18-20 Première Vision Istanbul, CNR Expo Fuar Merkezi, Yeşilköy, 34149, Istanbul
 ☎ +90-212-603-6898
 ✉ n.kaya@premierevision.com
 🌐 premierevision-istanbul.com

21-23 Esthetiworld by Cosmoprof, Fiera Milano Congressi, Via Gattamelata, Milan
 ☎ +39-02-7964-20
 ✉ info@esthetiworld.com
 🌐 esthetiworld.com

22-24 Cashmere World Hong Kong, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong
 ☎ +852 2827 6211
 ✉ info@cashmereworldfair.com
 🌐 cashmereworldfair.com

23-24 Comocrea Textile Design, Villa Erba, Cernobbio, Italy
 ☎ +39-031-3161
 Fax: +39-031-2783-42
 ✉ info@comocrea.com
 🌐 comocrea.com

25-31 Mercedes-Benz China Fashion Week, Spring 2018, Beijing Chaoyang District Jiuxianqiao Road 2, block A D PARK Beijing Club
 ☎ 86-10-84562288
 🌐 chinafashionweek.org

NOVEMBER

10-13 Chibidue, FieraMilano City, Viale Teodorico, Milan
 ☎ +39-02-49971
 Fax: +39-02-4997-6591
 ✉ chibi@fieramilano.it
 🌐 chibimart.it

14-15 Denim by Première Vision, Paris Event Center, 20 Avenue de la Porte de la Villette, Paris
 ☎ +33 4 72 60 65 55
 ✉ c.malingrey@denimpremierevision.com
 🌐 denimpremierevision.com

14-16 China Clothing & Textiles Expo 2017, International Convention Centre, 14 Darling Drive, Sydney
 ☎ +61-2-8040-3030
 ✉ info@chinatextiles.com.au
 🌐 chinatextiles.com.au

14-16, 15-17, Cosmoprof Asia 2016, Asia World Expo, Hong Kong International Airport, Lantau, Hong Kong (15-17), Hong Kong Convention & Exhibition Center, 1 Expo Drive, Hong Kong (16-18)
 ☎ +852-2827-6211
 ✉ visitca-hk@ubm.com
 🌐 ubm.com

15-18 AYSAF International Exhibition for Footwear Materials, Components, Leather and Technologies, CNR Expo Center, CNR Ekspo Fuar Merkezi Yesilköy-Bakirköy, Istanbul Murat Paksuz
 ☎ +90 212 465 74 74
 ✉ murat.paksuz@cnr.net
 🌐 cnraysaf.com

17-20, Jewelry & Gem Fair 2015, Shanghai World Expo Exhibition and Convention Center, 1000 Yanan Middle Road, Shanghai
 ☎ +852-2516-2192 ext. 2516/2194
 ✉ visitjgf-hk@ubm.com
 🌐 exhibitions.jewellerynetasia.com/shj/

19-21 Texworld Istanbul, Lütfi Kırdar International Convention and Exhibition Centre, 34367 Şişli, Istanbul, Turkey
 ☎ +90-212-296-2626
 ✉ info@turkey.messefrankfurt.com
 🌐 tr.messefrankfurt.com

22-24 Esthetiworld by Cosmoprof, Fiera Milano Congressi, Via Colleoni, Milan
 ☎ +39-02-7964-20
 ✉ info@esthetiworld.com
 🌐 esthetiworld.com
Tissu Premier Collections, Lille Grand Palais, Lille
 ☎ +33-4-72-60-65-55
 ✉ pvfrance@premierevision.com
 🌐 tissu-premier.com

28-29 JFW Japan Creation, Tokyo International Forum, 3-5-1 Marunouchi, Chiyoda-ku, Tokyo
 ☎ +81-3-5215-5469
 ✉ enquiry@japancreation.com
 🌐 japancreation.com

30-Dec. 03 Hong Kong International Jewelry Manufacturers' Show 2016, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong
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 🌐 hk.jewelry.org.hk/en/

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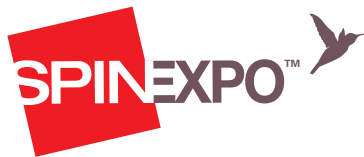
● **Stationed in Berlin**, Germany, Premium Exhibitions welcomes over 60,000 visitors to connect with approximately 1,500 brands during its biannual event. Exhibitors span a multitude of categories, ranging from men's wear to footwear and accessories to contemporary women's and denim.

Maintaining a high standard of the quality of exhibitors and their collections, the trade show is constantly investigating new brands to introduce to attendees. On average, the organization aims to incorporate 25 to 30 percent new collections in its brand portfolio every season - thus requiring consistent research and immersion into the market to understand top up-and-comers. "Our goal is to provide clients with outstanding conditions for placing orders as well as the inspirational push to stay ahead in a very competitive market," said a company spokesman.

UBM

● **Organizer of 300** leading, international B2B market-driven annual events, UBM has built a reputation of hosting top industry players across categories. Ranging from pharma to fashion, UBM has fostered relationships in over 50 industries resulting in robust and comprehensive trade shows. "Every industry needs to gather in-person to build relationships, meet new business partners and have fun," said Mike Alic, managing director of UBM Fashion. "Even online retailers use trade shows to do it. About 10 percent of buyers who attend our shows are from online retailers."

With its impressive reach, UBM has furnished relationships between domestic brands and international buyers to broaden brands' expansion. "Our domestic events are the most prominent and largest shows in the U.S. that attract large numbers of international visitors. Approximately 15 percent of the buyers who attend our U.S.," said Alic.



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