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Maintaining Trade-Show Brand Voice as Collaborations Increase

By Dorothy Crouch Contributing Writer

The apparel trade-show landscape has shifted in a similar way as the fashion industry it represents with collaborations among event brands and producers becoming more common. Many trade-show brands are coming together to form a united front by creating an atmosphere that allows buyers to cover an expansive array of categories.

This tactic of combining forces can support trade-show success, particularly during times of uncertainty in the economy and consumer spending. There are also challenges to striking

the right balance when planning these partnerships to ensure that the messaging of one brand doesn't overpower the other.

Trade-show producers must remain diligent in maintaining the essence of their brands to continue to attract their loyal clients while also embracing their partners' branding when they choose to collaborate.

California Apparel News asked trade-show insiders: *How are producers ensuring individual shows' foundational elements remain undiluted?*

Chris Curran
Group President, Media and Events
PRINTING United Alliance
printing.org



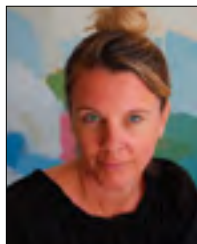
As collaborations between trade-show brands become more common, maintaining each event's unique identity depends on a clear understanding of purpose. For us, PRINTING United Expo was founded on

the idea of convergence—bringing together every segment of the printing and graphic-arts industry under one roof while still celebrating what makes each community distinct.

The key is collaboration without compromise. We work closely with our global media and association partners and exhibitors to ensure that new initiatives or co-branded activations enhance—not dilute—the experience. Every addition must serve our exhibitors and attendees first and align with our mission to advance the entire printing industry.

Ultimately, collaboration works best when the integrity of each brand's audience and purpose remains intact. At PRINTING United Expo, our approach is to expand the tent while keeping the foundation strong, so every partnership deepens our collective impact without ever blurring who we are or who we serve.

Chantal Danguillaume
Event Director
Playtime New York
iloveplaytime.com



Playtime, as a visionary trade show, must move forward and offer brands and buyers the best opportunity to connect in the cities and locations around the world. We are committed to responding to and anticipating

the needs of the family fashion and lifestyle market. And what better way to do this than by working with partners whose knowledge and expertise of their market helps us to move forward faster, more efficiently and with greater peace of mind?

Playtime has always collaborated with partners, brands, press, influencers and stylists, and we're also the place where collaborations between brands have originated. It's only natural that we partnered with the CMC [California Market Center] in Los Angeles during their August 2025 market week to launch our new "Tiny Show on Tour" concept by Playtime.

Collaboration means combining expertise, savoir-faire and reputation, supporting one another to build new opportunities on solid foundations and develop our business models. To ensure that each partner maintained their DNA and respected their identity, above all avoiding creating confusion for brands and visitors, we undertook extensive work with our respective teams before the launch of the event.

Each partner must retain their strengths and image to make the collaboration positive and enriching. So, we created a Tiny Show on Tour by Playtime universe within the CMC's permanent showrooms.

We developed the signage, a communication strategy, and both individual and collec-

tive marketing campaigns.

We found balance for this first launch together that proved to be incredibly positive, constructive and enriching.

Sebastian Echavarria
Senior Textiles and Apparel Representative
ProColombia USA
procolombia.co



As collaborations between trade-show brands become more common, producers are adopting strategic frameworks that protect each event's DNA while leveraging shared value. The key lies in defining the

core value proposition of each show before partnership discussions even begin. Producers are mapping brand equities—such as target audience, product categories or industry focus—to ensure complementary strengths rather than overlaps.

Joint committees are increasingly used to maintain governance and decision-making balance, where each partner safeguards signature elements such as curated exhibitor lists, keynote formats or buyer-engagement programs. Clear segmentation is also being reinforced within the physical layout and digital marketing: Co-located events may share infrastructure or networking lounges but maintain independent branding and content tracks.

Digital data play an essential role as well. Exhibitor and attendee analytics help producers identify which audiences intersect and which remain unique, allowing for fine-tuned communication strategies that preserve identity. Additionally, transparent communication with exhibitors—emphasizing that collaboration expands reach rather than alters positioning—builds trust.

Ultimately, successful producers are re-framing collaboration not as fusion but as

ecosystem design—connecting platforms without blending their identities. This approach ensures that trade-show alliances enhance market influence while keeping each event's foundational DNA intact.

Hillary France
Co-founder and Chief Executive Officer
Brand Assembly
brandassembly.com



At Brand Assembly, collaboration has always been in our DNA—we believe it's how the industry grows stronger. While we don't formally partner with other trade shows on a production level, we're

always open to supporting anything that makes the shopping experience easier and more meaningful for retailers. Our goal is never to blur identities but to complement each other's strengths while collectively uplifting the entire market experience.

We also recognize that brands today are multifaceted. They often participate in more than one market environment, and that's okay. We never want to hinder a brand from doing business the way they need or want to do business. We know the traditional trade-show model is shifting, and we are always working to modernize how retailers and brands interact as we move into the future. What matters most is that each show delivers a distinct experience, point of view and community. For us, that means staying true to the Brand Assembly ethos: discovery, creativity and a sense of community that feels authentic, not competitive.



Trade-Show Q&A Continued from page 3

Sercan Kara
Business Development and Sourcing
Columba New York Corporation
columbanewyork.com



Collaborations between trade shows have created stronger visibility and wider networking opportunities across the fashion industry. Yet, in many cases, these partnerships have also blurred the original purpose of

each event. While they successfully bring people together under one roof, producers often overlook the deeper purpose of serving both exhibitors and buyers according to their specific needs.

In today's fast-paced market, simply gathering large numbers of participants is no longer enough. Exhibitors expect qualified

buyers, and visitors look for relevant suppliers and effective connections. Customized matchmaking—aligning the right brands with the right buyers—has become essential to protect value and ensure mutual benefit.

At Columba New York, we apply this approach through vertical, private B2B events designed around the needs of both exhibitors and visitors. Our aim is to make each interaction meaningful and to use everyone's time as efficiently as possible. Time has become the most valuable currency in today's business world. The future of trade shows will depend not on how many people they gather but on how effectively they connect them—ensuring collaboration enhances purpose rather than diluting it.

Tom Keefer
General Manager
The New Mart
newmart.net



The New Mart continues to participate in market and promote the five L.A. markets each year on behalf of our world-class fashion brands. We've seen a shift in the trade-show landscape and its impact on our

tenants.

Some of our tenants have become road warriors to support the multitude of regional shows that popped up after the pandemic, yet participation in these events and trucking their samples on-site has become extremely costly. In the face of the uncertainty caused by the fluctuating tariff implications, many of our tenants have shifted to offering a one-on-one white-glove comprehensive brand presen-

tation within their permanent showrooms, which are open here at The New Mart every day of the year.

We've also hosted over 100 days and nights of events over the past two years including: conferences on digital privacy and global AI; town halls with the district attorney and the mayor of Los Angeles; cancer-support charity galas; competitions for Miss Caribbean L.A. and Miss Philippines; several fabric shows including LA Fabric and a Fabric Affair; Designers and Agents; L.A. Market Week; and over 30 nights of fashion shows including Los Angeles Fashion Week by Art Hearts Fashion, TWIF, Glam-Z and Asian Fashion Week.

Greg Kerwin
Senior Vice President
Fashion by Informa
fashionbyinforma.com



The key to ensuring our shows remain undiluted when collaborating or co-locating with other trade-show brands is maintaining clear brand identity while creating synergistic opportunities.

At Fashion by Informa, our core foundation centers on connecting brands with retail partners while staying true to our core mission: creating environments where tangible industry business happens. When we co-locate brands in our Vegas and New York marketplaces, each show maintains its distinct value proposition while delivering tremendous added value.

This co-location strategy transforms the buying experience. Instead of traveling to multiple cities and venues, our attendees ac-

cess comprehensive product categories in a single destination, all during one market trip, maximizing their time and budget.

Each show preserves what makes it unique: MAGIC's commitment to fostering critical relationships across trend and contemporary categories, Sourcing's supply-chain focus, Coterie's advanced contemporary women's collections, Project's emphasis on men's premium apparel and OffPrice's value-driven merchandise solutions.

Whether buyers discover tomorrow's trends or brands establish distribution channels, co-location enhances our ability to deliver ROI and meaningful connections while offering unparalleled shopping efficiency.

This approach allows multiple shows to complement each other while maintaining individual strengths, ultimately providing exhibitors and attendees with comprehensive market access.

Meryl Mandelbaum
Managing Director
Designers & Agents
designersandagents.com



As trade-show alignment becomes more prevalent, the primary goal remains the same—to provide retailers a more streamlined market experience.

Joint markets are about synergy, not sameness. Together, they create a richer ecosystem, one that celebrates individuality while enhancing the overall experience for all participants and attendees.

For D&A, that mission is rooted in a steady

➔ Trade-Show Q&A page 6



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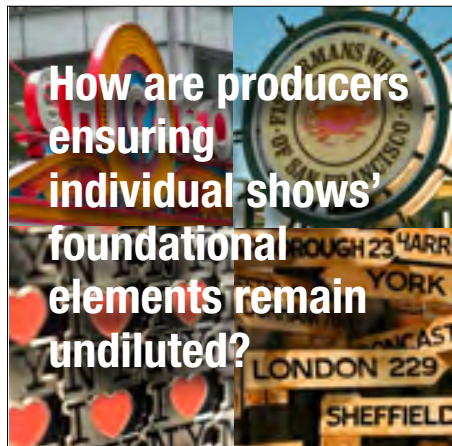
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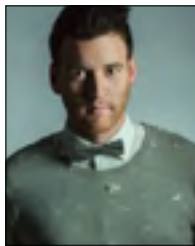
How are producers ensuring individual shows' foundational elements remain undiluted?

Trade-Show Q&A Continued from page 4

fast commitment to showcasing thoughtful, design-led collections that embody originality, creative integrity and exceptional quality. Every brand featured at D&A is carefully selected through a rigorous screening process, resulting in a distinctive and well-curated mix that offers a truly fresh perspective.

More than a marketplace, D&A serves as a destination for discovery—where retailers seek out collections that elevate their assortments and distinguish their stores from the status quo. This cultivates relationships between designers and buyers built on shared values and a passion for design. It's a community where the dialogue between creativity and commerce is the driving force.

Matthew Mathiasen
Group Show Director
NY Now and IGES
nynow.com
iges.us



Strategic collaborations are becoming powerful tools to elevate the attendee experience while preserving the individuality that makes each event unique. For us, the guiding principle is simple: Partnerships should amplify—not overshadow—a show's identity.

A standout example is our collaboration with DesignWorks Collective at NY Now's Summer Market. Together we created the Game Lounge—a Tennessee-inspired destination that transported attendees into a Western-themed experience. Featuring Gentlemen's Hardware games, a lively Here's How happy hour with live music and interactive activations, the lounge was more than décor—it was an immersive environment that perfectly complemented NY Now's creative energy.

From New York to Tennessee, our partnership philosophy extends to IGES [International Gift Exposition in the Smokies] as well, which proudly partners with key industry associations such as Maize, NAFDMA, MSA and ZAG. These alliances bring invaluable expertise, connections and tailored opportunities to our vendors and attendees. Through Maize and NAFDMA, we connect with agritourism and farm market professionals; MSA enhances the museum retail experience with products that complement cultural institutions; and ZAG bridges the gap

for zoo and aquarium gift retailers. Together, these partnerships strengthen IGES as a hub for innovation, community and business growth across the specialty retail landscape.

We approach every partnership with intention, ensuring activations feel additive rather than disruptive. Each element is curated to reflect the values of our community, giving attendees fresh, memorable experiences without losing sight of why they're there. Collaborations can be transformative when the show's core story leads the way.

Steve McCullough
Event Vice President
Functional Fabric Fair (RX)
functionalfabricfair.com



Functional Fabric Fair launched as the U.S. extension of the show Performance Days and has grown into four annual editions—winter in Orlando, Fla., spring and fall in Portland, Ore., and summer in New York—spanning outdoor, sport and fashion sectors. As audiences and industries become more interconnected, collaborations between leading trade shows have become one of the most effective ways to share resources, expand reach and build stronger communities. The most successful partnerships enhance, not dilute, what makes each brand unique.

Our new winter edition in Orlando 2026 will run concurrently with the PGA Show, the longest-running and largest global gathering for the business of golf, organized by PGA Golf Exhibitions [part of RX] and the PGA of America. This partnership builds

on our shared history of innovation and performance materials.

We've also joined forces with the Future Fabrics Expo, aligning two platforms dedicated to sustainable innovation. By staying true to each event's core audience and values, we ensure that collaboration strengthens, not compromises, our foundational purpose.

Roxane Mirtolooi
Show Manager
LA Textile
californiamarketcenter.com



We strongly believe that aligning ourselves with key trade-show partners serves to benefit the larger Los Angeles fashion and downtown Los Angeles communities, creating more attention for this market region and our individual shows. That being said, we also think it's important to keep the integrity of our shows distinct from those we collaborate with. For example, the primary way our LA Textile show has differentiated itself from partner shows is in our curation of its exhibitor base. We strive to present West Coast designers with an elevated selection of textile, design and manufacturing resources, focusing on Europe, Japan, Turkey and North American companies with sustainable offerings.

Another characteristic setting LA Textile apart, and continuously pointed out by attendees and exhibitors, is the creative and aesthetic atmosphere we work hard to design. In addition to finding exciting exhibitor and educational resources, we want our attend-

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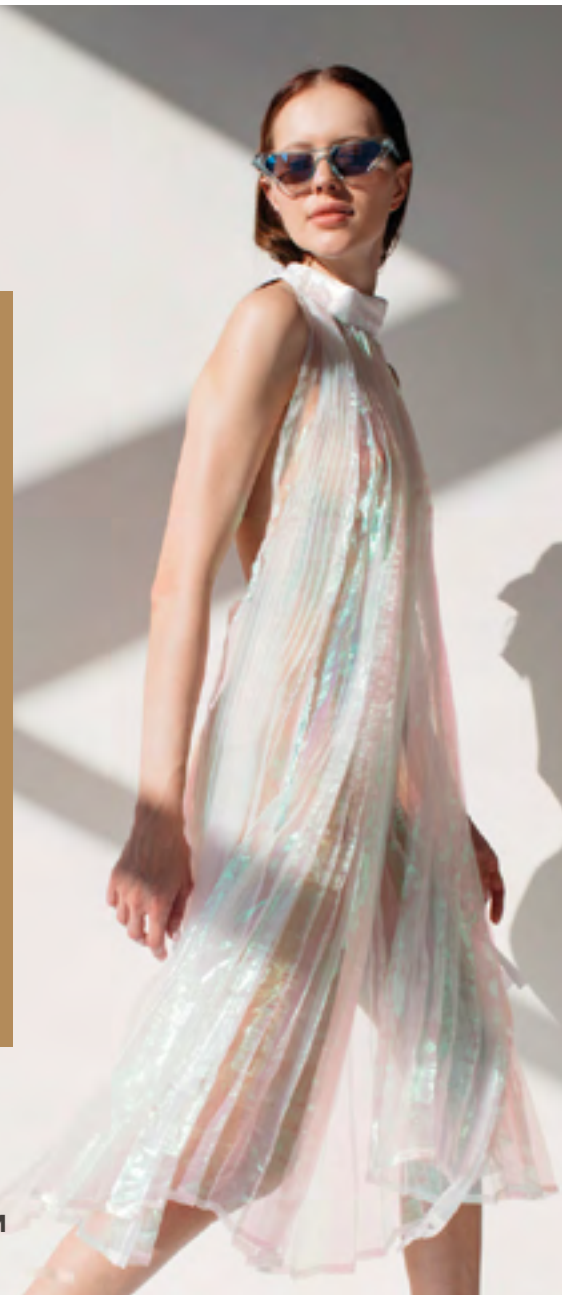
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Trade-Show Q&A *Continued from page 6*

ees to enter a sensory-filled experience that leaves them inspired. From our visual trend installations to our artisan coffee bars and relaxation lounges, each facet of the show environment is planned for the designer and their artistic sensibilities. Based on the feedback we hear, these details are noticed and truly matter. Many attendees and exhibitors travel a great distance to be at the show, and so these amenities and details are our way of communicating that their participation in our LA Textile community is highly valued.

Melissa K. Montes
Vice President, AXN and WWIN
Clarion
wwinshow.com



As collaborations between trade-show brands become more common, maintaining each show's unique identity starts with clear intention. Before any partnership takes shape, it's essential to understand what makes each brand stand out—its audience, experience and purpose. True collaboration should strengthen those qualities, not blur them.

At WWIN, The Men's Edit and Las Vegas Apparel, we're focused on building experiences that complement one another while preserving each show's distinct voice and value for buyers. That means finding the right moments to connect, through shared buyer perks and experiences, while keeping each environment, product mix and community true to its roots.

In the end, it's about communication, clarity and respect. When partners understand and celebrate what makes each brand special, collaboration becomes a way to elevate everyone involved.

Cindy Morris
President and Chief Executive Officer
Dallas Market Center
dallasmarketcenter.com



At its heart, Dallas Market Center is a community where retailers can easily find everything in one location. That's why more buyers are choosing Dallas, the leading marketplace for apparel and accessories, the exclusive marketplace for English and equestrian, and the only destination for top Western brands.

The breadth and depth of women's fashion in Dallas continue to attract retailers from across the country and around the world. Buyers value the unmatched opportunity to see every category, including gift, under one roof and find new product lines to expand their assortments.

As our markets grow, we remain committed to preserving what makes each event special while helping buyers save time and make discovery efficient. Each show stands on its own, but in January five markets take place in succession to create Dallas Fashion Week, an unmatched event where buyers can discover the latest in contemporary women's fashion, stylish menswear, new Western styles, and innovations in English and equestrian lifestyle. Another opportunity to efficiently explore women's contemporary apparel and accessories alongside 2026 gift collections arrives in March, when permanent gift showrooms open alongside apparel and accessories.

Every market is curated with intention: quality brands, an efficient layout and engaging events that make each visit valu-

able. For apparel, accessories, English and Western, Dallas Market Center remains unmatched in bringing together the best brands in the best place for the most efficient and inspiring buying experience.

Olivia Schott
Creative Operations Manager
PREFACE
prefaceshow.com



At PREFACE we believe collaboration is one of the most powerful tools for shaping the future of our industry, but it only works when each partner stays true to their identity.

Rather than merging identities, strong collaborations between trade shows should amplify what makes each partner distinct. While collaborators should share common goals and ethos, they should lean on each other for their respective strengths.

As trade-show collaborations become more common, we're intentional about preserving our own foundation while amplifying shared values. Through combining forces to expand visibility, marketing reach and overall attendance, producers can pool their resources to create a bigger platform and richer experience for exhibitors and visitors alike.

This past September, for example, we partnered with the British Columbia Apparel and Gear Group in Vancouver to explore how regional ecosystems can foster more resilient, connected supply chains. Looking ahead to January, our L.A. event will collaborate with Denim Dudes, globally recognized for their



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Taiwan's Sustainable Innovation Leads the Way in Global Influence

Since 1975, the Taiwan Textile Federation (TTF) has been helping Taiwan's textile industry shine on the global stage. With support of the government and industry partners, Taiwan has become internationally recognized as a main sourcing hub for sustainable, functional, and innovative textile solutions, renowned for its integrated supply chain and world-class R&D. The Textile Export Promotion Project (TEPP), launched in 2013, selects premium textile manufacturers to participate in three-year programs offering different strategies to promote them around the world.

2025 was the first year TEPP presented the "RECODE 2050" Fashion Showcase, held at the 29th Taipei Innovative Textile Application Show Oct. 14–16 in Taiwan. RECODE 2050 brought together well-known Taiwanese designers and 19 selected textile



Taiwan Textile Select booth at Saigon Text

"With shifting U.S. sourcing priorities, Taiwan's high-value, functional textiles are well-positioned to fill the demand for reliable, high-quality suppliers."

Manufacturers, who transformed cutting-edge sustainable fabrics and materials into stunning garments seamlessly blending innovation and creativity, proving Taiwan to be a force to be reckoned with. The companies illustrated sustainable innovation, reimagining the future and creating functional, head-turning high fashion.

Obtaining international sustainability and environmental certifications is critically important for Taiwan's textile exporters to build global trust and credibility, meet brand and regulatory requirements, enhance market competitiveness and continuous improvement, and support brand image and ESG (Environmental, Social, and Governance) alignment. TEPP demonstrates an initiative-taking commitment to corporate responsibility, going beyond product innovation and reinforcing Taiwan's image as a responsible and forward-thinking sourcing partner.

Certifications such as bluesign®, GRS (Global Recycled Standard), OEKO-TEX®, RWS (Responsible Wool Standard), and the Higg Index verify that products meet internationally recognized environmental and safety standards. Digital Product Passport (DPP) and ISCC PLUS also ensure supply-chain transparency and compliance with the latest global regulations, positioning them as essential allies for brands seeking to achieve ambitious ESG targets.

These certifications differentiate Taiwanese textiles from low-cost competitors by demonstrating higher value, traceability, and environmental responsibility. Certifications also encourage manufacturers to adopt cleaner production, waste reduction, and energy-efficiency practices, aligning with global carbon-reduction and circular-economy goals.



"RECODE 2050" Fashion Showcase press conference

recycled, bio-based, or low-impact materials, demonstrating Taiwan's leadership in green innovation. These companies invest heavily in R&D and collaborate closely with global brands to codevelop functional and performance-driven materials. Their



Brand buyers visiting Taiwan mill

Why is sustainable eco-certification so important to Taiwanese mills?

International sustainability certifications are not only a passport to global markets but also a catalyst for long-term innovation, competitiveness, and brand reputation within Taiwan's textile industry. Taiwan mills are forward thinking and take painstaking efforts to be eco-friendly and receive the necessary certifications to meet carbon net-zero goals.



Door to door visit at buyer office

What sets TEPP textiles and mills apart from the competition?

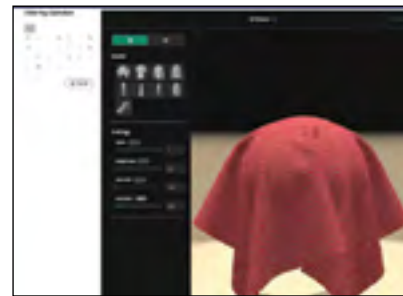
TEPP selected 19 mills this year that represent the best of Taiwan's textile ecosystem—a blend of innovation, sustainability, agility, and trustworthiness, giving them a competitive edge in the evolving global textile landscape. TEPP-supported companies combine advanced textile technologies with sustainability practices. Many have developed high-performance fabrics using

ability to offer tailored solutions—rather than generic products—sets them apart in a highly competitive market.

Taiwan's textile industry has increased promotion efforts in the U.S. market. What are the qualities you hope will attract North American partners?

Post-2023, Taiwan's textile industry viewed the U.S. as both a strategic market and a gateway for global brand collaboration, aligning its innovation and sustainability strengths with shifting U.S. sourcing priorities.

Taiwan's high-value, functional textiles are well-positioned to fill the demand for reliable, high-quality suppliers. Taiwan has global leadership in sportswear, outdoor apparel, and performance textiles. Strengthening promotion in this market helps Taiwanese suppliers capture higher margins and brand visibility.



Taiwan Digital Fabric Sourcing Center, a virtual platform showcasing sustainable and innovative fabrics (on TEPP website)

The U.S. market has shown strong and growing interest in sustainable materials, circular production, and low-carbon solutions. Taiwanese manufacturers have advanced capabilities in recycled fibers, bio-based materials, and green manufacturing—making "Made in Taiwan" textiles an attractive choice to satisfy the U.S. demand for sustainability and innovation. Taiwan's textile manufacturers are known for their flexibility, responsiveness, and stable production capacity. Even under global disruptions, TEPP companies have maintained dependable delivery and service, reinforcing

Where can potential partners see products and innovations from TTF and TEPP mills?

U.S. buyers can discover Taiwanese textile companies and their innovative achievements promoted by the TTF and TEPP through multiple professional channels and formats such as on-site exhibitions, the TEPP online showroom, and strategic B2B platforms where products are presented in interactive, theme-based, and sustainability-focused formats reflecting Taiwan's leadership in performance and eco-friendly textile development.

Taiwanese suppliers regularly participate in major U.S. and global trade fairs such as Functional Fabric Fair (New York, Portland, Ore., and Orlando, Fla.), the Shot Show, and the NSC Safety Congress & Expo. TEPP organizes a dedicated "Taiwan Textile Select" booth to feature companies, showcase their latest functional fabrics, sustainable materials, and performance innovations through product launches, displays, demonstrations, and sample swatches to introduce new materials, technologies, and eco-solutions, offering buyers firsthand insights into cutting-edge developments.

The synergy between the sustainability goals of Taiwan and the U.S. makes for an ideal partnership.

Everyone can stay tuned on the website, YouTube, and LinkedIn to get the most updated information.



Selected mill having keynote session on sustainable products at Taiwan Textile Select booth in TITAS



Buyer visiting Taiwan supplier showroom



"RECODE 2050" Fashion Showcase

"International sustainability certifications are not only a passport to global markets but also a catalyst for long-term innovation, competitiveness, and brand reputation within Taiwan's textile industry."



Taiwan Textiles Sustainable Innovation



Taiwan Textile Federation—TEPP—YouTube



Textile Export Promotion Project—TEPP | LinkedIn



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expertise in denim trends, and Re/Assembly, a collective from Sweden, Spain and Korea, educating the industry in circular practices.

With each partnership, we begin by reaffirming the PREFACE mission: to educate the fashion industry about textile innovations that lead to a more sustainable way of working. By identifying where our missions align, we ensure that while our voice evolves through collaboration, our core purpose remains intact—to create thoughtful, future-focused dialogue that moves the industry toward meaningful change.

form, SwimShow, continues to spotlight the latest in beachwear, resort and swim trends. Our partner Curve, from our October 2025 show in Miami—EDIT SwimShow x Curve—remains dedicated to intimate apparel and its unique brand offerings.

The partnership allows us to reach even more buyers and brands, offering an assortment of product beyond what would be traditionally present at either show. Our exhibiting brands will be presented in an immersive setting that shares a synergy, really bringing the partnership together, ensuring that attendees can navigate each segment with ease and fully experience the distinctiveness of both shows. By fostering open communication with exhibitors and attendees, we ensure that the core values and unique identities of each trade show remain undiluted.



intentional about curating experiences that reflect our core identity—trend-forward fashion, buyer-driven assortments and a community-first atmosphere. Collaborations are not about blending into sameness; they're about amplifying what makes each show distinct.

We work closely with our partners to ensure that any shared programming, crossover activations, or co-located events are additive, not dilutive. That means maintaining dedicated spaces, tailored marketing and programming that speaks directly to our audience. Whether it's a runway show, a buyer's lounge or a panel discussion, the Apparel Market voice remains clear and consistent.

We also listen—to our exhibitors, our buyers and our brands. Their feedback guides how we evolve while staying rooted. Collaboration should feel like a value-add, not a compromise.

Ultimately, the goal is synergy, not uniformity. When done right, partnerships allow each show to shine brighter, offering attendees a richer, more dynamic experience without losing the essence of what brought them there in the first place.




laboration, we will approach it very strategically to make sure our core values, audience focus and overall look remains, which is what keeps our show strong, whether it stands alone or works with others.

Roy Turner
Show Director, Surf Expo
Senior Vice President, Emerald
Expositions
surfexpo.com
emeraldx.com



As we are expanding our Shoreline Outdoor category, we're staying true to our roots while embracing the broader water-driven outdoor lifestyle.



Shoreline Outdoor
supports brands and
products that cater to life along rivers, lakes
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while remaining anchored in the culture of
water.

➡ **Trade-Show Q&A** page 14

A woman is standing against a light-colored stone wall. She is wearing a bright orange, wide-leg suit consisting of a long-sleeved jacket with a matching belt and wide-leg trousers. She is holding a large, light brown tote bag with two horizontal white stripes. She is also wearing white pointed-toe shoes with gold-colored details. The background is a textured stone wall.



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Linda Villalobos
Head of Marketing and
Communications
Luxe Pack
luxepack.com



As collaborations between trade-show brands become more common, producers are taking strategic steps to ensure that each show's foundational elements remain undiluted while maximizing the value of shared audiences and synergy. This balance is achieved by clearly defining each event's identity, its mission, audience and content pillars and curating every touchpoint around those principles.

Luxe Pack Los Angeles exemplifies this approach, designing its event to offer the most powerful and valuable trade show for creative packaging across all cross-sector brands. Running concurrently with MakeUp in Los Angeles enables Luxe Pack to support the surge of beauty brands on the West Coast with all their product-development needs while maintaining its unique focus on packaging innovation and creative excellence. Central to this strength is its powerful roster of agile suppliers, carefully selected for their ability to meet the specific demands of West Coast brands, particularly those seeking flexibility, speed-to-market and sustainable solutions without compromising on creativity or quality.

Complementing this is the Luxe Pack education program, which addresses the most pressing industry issues and emerging trends that affect all sectors, from sustainability and materials innovation to design strategy and

consumer engagement. Through this combination of expert-driven content and highly curated supplier partnerships, Luxe Pack Los Angeles preserves its authentic foundation while amplifying value through collaboration, demonstrating that thoughtfully executed partnerships can enhance rather than dilute a brand's essence.

Vivian Wang
Chief Executive Officer
Kingpins Show
kingpinsshow.com



At Kingpins collaboration is at the heart of what we do. It's a driving force behind many of the projects and initiatives showcased at our events.

Throughout our more than 20-year history, we've had the opportunity to collaborate with other trade shows. When we partnered with Messe Frankfurt earlier this year, both our team and our friends at MFI agreed it was important for Kingpins to stay independent and true to its own unique spirit. We're lucky to have a partner who not only understands the value of preserving our DNA but also brings incredible resources and experience to support our continued success.

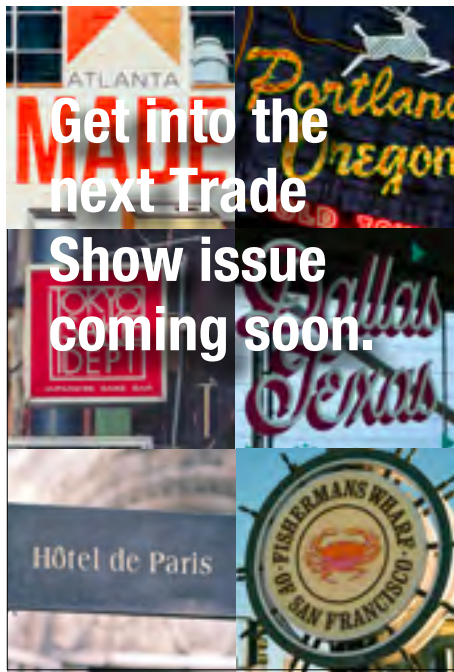
Kingpins is, of course, a trade show—but it's also much more. It's a platform, a community and a gathering place for the global denim industry. As proud members of that community, we're committed to preserving that identity.

That said, we're always open to meaningful collaboration with our sister organization when it aligns with our mission and values.

One such opportunity came earlier this year when we hosted a seminar at the Texworld LA show titled "Kingpins Denim Talks: Plot Twists & Possibilities in Challenging Times." The session brought together industry experts—both from within and beyond the denim world—to share insights on building resilient businesses and navigating change.

It was a pleasure to introduce the Kingpins ethos to a new audience, and we look forward to exploring future collaborations, always with the goal of serving our community and strengthening the denim industry as a whole.

Responses have been edited for clarity and space.



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International Trade-Show Calendar

Nov. 14

Kingpins China Chengdu Pop-Up
Chengdu City, China
Through Nov. 16

Nov. 17

Brazil International Apparel Sourcing Show
São Paulo
Through Nov. 19
WWSRA Intermountain Preview
Salt Lake City
Through Nov. 19

Nov. 18

WWSRA Montana Winter Show
Helena, Mont.
Through Nov. 20

Nov. 26

Denim Première Vision Milan
Milan
Through Nov. 27

Nov. 27

Dychem, Fashion & Assesories, Homtex Shows India, Yarnex
Mumbai, India
Through Nov. 29

Nov. 30

ISPO Munich
Munich
Through Dec. 2

Dec. 1

New York Shoe Expo, FFANY Market Week
New York
Through Dec. 5

Dec.2

TexPremium
London
Through Dec. 3
View Premium Selection
Munich
Through Dec. 3
WWSRA Northern California Preview
Roseville, Calif.
Through Dec.4
WWSRA Northwest Preview
Tacoma, Wash.
Through Dec. 4
WWSRA Rocky Mountain Preview
Denver
Through Dec. 4

Dec. 10

Première Vision Blossom
Paris
Through Dec. 11

Dec. 19

Dychem India, TexIndia and Yarnex International
Ludhiana, India
Through Dec. 21

Jan. 4

Trendz
Palm Beach, Fla.
Through Jan. 6

Jan. 5

WWSRA Rocky Mountain Winter Show
Brighton, Utah
Through Jan. 6
ASI Show Orlando
Orlando, Fla.
Through Jan. 7



IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG’s unique venue of private showrooms, which offer buyers a professional environment. The upcoming Las Vegas Show at a new hotel location—Embassy Suites By Hilton, Las Vegas Convention Center, 3600 Paradise Road, Feb. 15–18, should not be missed! Preregister at the IFJAG website. Buyers are offered complimentary lunch. www.ifjag.com



The Dallas Apparel & Accessories Market is held five times each year at the **Dallas Market Center**. Located in one of the country’s fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming 2026 events include the Apparel & Accessories Market (Jan. 20–23, March 24–27, June 16–19, Aug. 18–21, and Oct. 20–23), Kidsworld Market (Jan. 20–23, March 24–27, June 24–30, Aug. 18–21, and Oct. 20–23), the Men’s Show (Jan. 24–26 and July 25–27), AETA International and WESA International (Jan. 21–24 and Aug. 18–21), and Total Home & Gift Market (Jan. 7–13, March 24–27, June 24–30 and Sept. 15–17). www.dallasmarketcenter.com

Jan. 6

WWSRA Northwest Winter Show
Hillsboro, Ore.
Through Jan. 7
WWSRA Northern California Winter Show
Reno, Nev.
Through Jan. 8

Jan. 7

Preco Paris
Paris
Through Jan. 8
Surf Expo
Orlando, Fla.
Through Jan. 9
Dallas Total Home & Gift Market
Dallas
Through Jan. 13

Jan. 9

ISPO Beijing
Beijing
Through Jan. 11

Jan. 10

London Bridal Expo
London
Through Jan. 11
Expo Riva Schuh, Gardabags
Riva del Garda, Italy
Through Jan. 13

Jan. 11

Northstar Fashion Exhibitors
St. Paul, Minn.
Through Jan. 12
Retail’s Big Show, NRF’s Annual Convention
New York
Through Jan. 13
L.A. Market Week
Los Angeles
Through Jan. 15

Jan. 12

New York Fabric Show
New York
Through Jan. 13
Brand Assembly Los Angeles
Los Angeles
Through Jan. 14

Jan. 13

London Textile Fair
London
Through Jan. 14
Première Vision New York
New York
Through Jan. 14
LA Kids Market
Los Angeles
Through Jan. 15
WWSRA Intermountain Winter Show
Salt Lake City
Through Jan. 15
WWSRA Southern California Winter Show
Costa Mesa, Calif.
Through Jan. 15

Heimtextil Frankfurt
Frankfurt, Germany
Through Jan. 16
Pitti Imagine Uomo
Florence, Italy
Through Jan. 16
Winter Atlanta Market
Atlanta
Through Jan. 19

Jan. 14

Coast Collective Greater Philadelphia
Wilmington, Del.
Through Jan. 15
Spinexpo New York
New York
Through Jan. 15

Jan. 16

Northwest Shoe Travelers Market
St. Paul, Minn.
Through Jan. 17
Dychem India, TexIndia and Yarnex International
Kolkata, India
Through Jan. 18
Milan Fashion Week Men's
Milan
Through Jan. 20

Jan. 17

Curve Paris
Paris
Through Jan. 19
Interfilière Paris
Paris
Through Jan. 19
Salon International de la Lingerie Paris
Paris
Through Jan. 19
Shoppe Object Paris
Paris
Through Jan. 19
Who's Next, IMPACT x Neonyt Paris, Bijorhca
Paris
Through Jan. 19

Jan. 18

Modefabriek Amsterdam Fashion Trade Event
Amsterdam
Through Jan. 19
Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through Jan. 21

Jan. 19

Denim and Jeans Egypt
Cairo
Through Jan. 20
Seattle Market Week
Seattle
Through Jan. 23

Jan. 20

Lineapelle London
London
Collective Shows West
Huntington Beach, Calif.
Through Jan. 21
Apparel Sourcing New York City
New York
Through Jan. 22
Fashion Industry Gallery (FIG) January Apparel & Accessories
Dallas
Through Jan. 22



The Collective Shows is an exclusive marketplace showcasing the best in swimwear and activewear. Hosted at the oceanfront Pasæa Hotel & Spa in Huntington Beach, Calif., Jan. 20–21, this curated event connects top retailers and brands in an intimate, high-impact setting built for discovery, networking, and trend forecasting. Enjoy premium amenities, exclusive experiences, and a signature runway show highlighting the season’s hottest trends. Featured brands include Agua Bendita, Beach Bunny, Beyond Yoga, Billabong, Fabletics, FP Movement, Frankies Bikinis, Kulani Kinis, Luli Fama, Malai, ONEONE, Rhone, Spiritual Gangster, Splits59, Sweaty Betty, VARLEY, and more. Get all the details at www.collectiveshows.com.



ANDMORE, producer of Atlanta Apparel, presents **Las Vegas Apparel**. Buyers and exhibitors come together twice a year in Las Vegas to do business in the industry’s growing categories of young contemporary, accessories, and more, plus buyers can visit gift showrooms on campus for even more options. And now buyers can source from even more top brands and categories with the co-location of Womenswear in Nevada (WWIN), which runs concurrently in the same location at The Expo at World Market Center. This collaboration creates a new buying destination filled with world-class amenities for buyers and an elevated and exciting environment for order writing every February and August. www.lasvegas-apparel.com

Milano Unica
Milan
Through Jan. 22
Texworld New York City
New York
Through Jan. 22

Dallas Apparel & Accessories Market
Dallas
Through Jan. 23
Dallas Kidsworld Market
Dallas
Through Jan. 23
PGA Show
Orlando, Fla.
Through Jan. 23
Paris Fashion Week Men
Paris
Through Jan. 25

Jan. 21

Functional Fabric Fair—powered by Performance Days
Orlando, Fla.
Through Jan. 22
Kingpins New York
New York
Through Jan. 22
Pitti Imagine Bimbo
Florence, Italy
Through Jan. 22
WWSRA Northwest On-Snow Demo
Wenatchee, Wash.
Through Jan. 22
WWSRA Rocky Mountain Demo
Georgetown, Colo.
Through Jan. 22
Pitti Imagine Filati
Florence, Italy
Through Jan. 23
Sports Licensing and Tailgate Show
Las Vegas
Through Jan. 23
American Equestrian Trade Association (AETA) International Trade Show
Dallas
Through Jan. 24
WESA International Western/English Apparel & Equipment Market
Dallas
Through Jan. 24

Jan. 22

Impressions Expo Long Beach
Long Beach, Calif.
Through Jan. 24
Welcome Edition Paris
Paris
Through Jan. 25

Jan. 23

Jumble Showroom Paris
Paris
Through Jan. 25
Man-Woman Paris
Paris
Through Jan. 25
Supreme Kids
Munich
Through Jan. 25
Dallas Men's Show
Dallas
Through Jan. 26
Supreme Women & Men Düsseldorf
Düsseldorf, Germany
Through Jan. 26

Jan. 24

Michigan Shoe Market
Troy, Mich.
Through Jan. 26
Neonyt Düsseldorf
Düsseldorf, Germany
Through Jan. 26
Playtime Paris
Paris
Through Jan. 26
Two Days
Düsseldorf, Germany
Through Jan. 26

Jan. 25

Fashion Market Northern California
South San Francisco, Calif.
Through Jan. 27
INDX Woman Show
Birmingham, U.K.
Through Jan. 27
MIX Chicago Apparel + Accessories
Chicago
Through Jan. 27
Las Vegas Market
Las Vegas
Through Jan. 29

Jan. 26

Sports Achat Winter
Grenoble, France
Through Jan. 28
Paris Fashion Week Haute Couture
Paris
Through Jan. 29

Jan. 27

WWSRA Intermountain On-Snow Demo
Brighton, Utah
Through Jan. 28
Copenhagen International Fashion Fair (CIFF) x Revolver, CIFF Kids, Showrooms
Copenhagen, Denmark
Through Jan. 29
Man/Woman New York
New York
Through Jan. 29
Munich Fabric Start, Bluezone, Keyhouse, TheSource
Munich
Through Jan. 29
Shoptalk Luxe
Abu Dhabi, U.A.E.
Through Jan. 29
Welcome Edition New York
New York
Through Jan. 29
Copenhagen Fashion Week
Copenhagen, Denmark
Through Jan. 30

Jan. 28

Lineapelle New York
New York
Through Jan. 29
Preface LA
Los Angeles
Through Jan. 29
Dhaka International Denim Show
Dhaka, Bangladesh
Through Jan. 31



Atlanta Apparel is the largest apparel market in the South, offering thousands of women’s, men’s, and children’s apparel and accessories lines all together in one location at one time. Seven markets throughout the year feature an expansive—and growing—product mix, including contemporary, young contemporary, social occasion, bridal, resort, fashion and fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Upcoming shows are Feb. 3–6, and March 30–April 2, with the Formal Markets show running concurrently March 30–April 1. On June 9–14, Atlanta Apparel co-locates with Atlanta Market, the premier gift and home show, to offer an unrivaled cross-category sourcing experience. www.Atlanta-Apparel.com.



Surf Expo is a must-attend marketplace for retailers to discover a wide range of brands in lifestyle apparel and accessories. Buyers from around the world attend Surf Expo to find the latest trends and freshest lines across multiple categories including boutique, resort, swim, surf, footwear, gift and decor, and souvenirs. Celebrating its 50th anniversary, Surf Expo continues to deliver an inspiring atmosphere filled with value-packed events such as daily fashion shows, learning labs, networking opportunities, and more. Join Surf Expo Jan. 7–9, in Orlando, Fla., at the Orange County Convention Center. Qualified retailers can register for free before Dec. 24 at www.surfexpo.com.

Jan. 30

Cabana Miami Beach
Miami Beach, Fla.
Through Jan. 31
Berlin Fashion Week
Berlin
Through Feb. 2

Jan. 31

Evolution New York City
New York
Through Feb. 2
Chicago Collective Men's
Chicago
Through Feb. 3

Feb. 1

Kentucky Bluegrass Buyer's Market
Lexington, Ky.
Through Feb. 2
Curve New York
New York
Through Feb. 3
INDX National Menswear Show
Birmingham, U.K.
Through Feb. 3
NY Now Winter Market
New York
Through Feb. 3
Shoppe Object New York
New York
Through Feb. 3
Supreme Body & Beach
Munich
Through Feb. 3
Pure London Spring Fair
Birmingham, U.K.
Through Feb. 4
Store Point Retail
Carlsbad, Calif.
Through Feb. 4
Dubai Fashion Week
Dubai, U.A.E.
Through Feb. 6

Feb. 2

Apparel Sourcing Paris
Paris
Through Feb. 4
Texworld Paris
Paris
Through Feb. 4
New York Shoe Expo, FFANY Market Week
New York
Through Feb. 6

Feb. 3

Michigan Women's Wear Market Jackson, Mich.
Through Feb. 4
Spinexpo Paris
Paris
Through Feb. 4
Première Vision Paris
Paris
Through Feb. 5
WWSRA California On-Snow Demo
Mammoth Lakes, Calif.
Through Feb. 5
Atlanta Apparel
Atlanta
Through Feb. 6

Feb. 4

Interfilière New York
New York
Through Feb. 5

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REGISTER NOW OR AT [SURFEXPO.COM](https://www.surfexpo.com)

Surf Expo is a trade only event, open to qualified retail buyers.

Calendar

Continued from page 16

Feb. 5

Momad, Intergift, Bisutex, Madridjoya
Madrid
Through Feb. 7¢

Feb. 6

Northern Michigan Show
Gaylord, Mich.
Through Feb. 7
Fabrics & Accessories, Apparel Sourcing Fair Shows India
Bangalore, India
Through Feb. 8
Ambiente
Frankfurt, Germany
Through Feb. 10



Curve and **Interfilière**: Where the Intimates Industry Connects
Curve and Interfilière are North America's premier tradeshows for the intimates, swimwear, and activewear industries. In 2026, join the Curve community in New York, Los Angeles, and Montreal to shop 125+ international collections, discover emerging trends, and network at lively fashion presentations and cocktail parties. On Feb. 4–5, Interfilière New York takes center stage at the Metropolitan Pavilion, uniting global brands, mills, and suppliers. Explore cutting-edge fabrics, innovative materials, and expert-led sessions covering tariffs, circularity, and design innovations. Don't miss this essential meeting places for industry leaders. For more information www.curve-connect.com/en/hub-events



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Feb. 7

ILM International Trade Fair for Leather Goods
Offenbach, Germany
Through Feb. 9
Supreme Women & Men Munich
Munich
Through Feb. 10

Feb. 8

INDX Intimate Apparel Show
Birmingham, U.K.
Through Feb. 10
Playtime New York
New York
Through Feb. 10
Scoop International Fashion Shows
London
Through Feb. 10

Feb. 11

Filo
Milan
Through Feb. 12
Chicago Collective Women's
Chicago
Through Feb. 13
Lineapelle Milan
Milan
Through Feb. 13

Feb. 12

Feel the Yarn New York
New York
Through Feb. 13
New York Fashion Week powered by Art Hearts
New York
Through Feb. 15

Feb. 14

Atlanta Shoe Market
Atlanta
Through Feb. 16

Feb. 15

INDX National Kidswear, Kids Footwear
Birmingham, U.K.
Through Feb. 16
IFJAG Las Vegas
Las Vegas
Through Feb. 18

Feb. 16

Las Vegas Apparel
Las Vegas
Through Feb. 19
WWIN
Las Vegas
Through Feb. 19



The Fabric Shows features American and European textile and trim collections with global production including Made in USA. Exhibiting companies have low minimums, produce to order, and many have in-stock programs. Attendees include designers/manufacturers of sewn products (apparel, home, other), private-label producers, event/party planners, and retail fabric stores. Upcoming shows are the New York Fabric Show running Jan. 12–13 at the New Yorker Hotel, the Los Angeles Fabric Show coming Winter 2026, and the Miami Fabric Show coming March 4–5. www.TheFabricShows.com

PLAYTIME

Playtime—The Big Small show—brings together hundreds of children's brands at Playtime Paris Jan. 24–26, and Playtime New York and Kid's Hub Feb. 8–10. Alternative and creative, Playtime is a space full of unique inspiration for kids' fashion and lifestyle professionals. Celebrating imagination and shining the spotlight on the best independent creatives, Playtime and Kid's Hub carefully curate a complementary selection of brands that includes both avant-garde and internationally recognized labels. Its presence in Paris, Shanghai, and New York several times a year and an online B2B marketplace, Orderwizz, makes the best of the kids' fashion and lifestyle market accessible year-round. Playtime and Kid's Hub have become the Number 1 phygital destination in the world for brands and buyers. www.iloveplaytime.com.

Feb. 17

MAGIC Las Vegas
Las Vegas
Through Feb. 19
OffPrice Show Las Vegas
Las Vegas
Through Feb. 19
Project Las Vegas
Las Vegas
Through Feb. 19
Sourcing @ MAGIC Las Vegas
Las Vegas
Through Feb. 19

Feb. 18

Jumble Tokyo
Tokyo
Through Feb. 20

Feb. 19

London Fashion Week
London
Through Feb. 23

Feb. 20

London Fashion Week powered by Art Hearts Fashion
London
Through Feb. 22

Feb. 21

Milano Fashion & Jewels
Milan
Through Feb. 23
Si Sposaitalia Collezioni
Milan
Through Feb. 23

Feb. 22

Curve Los Angeles
Manhattan Beach, Calif.
Through Feb. 23
Brand Assembly New York
New York
Through Feb. 24
Cabana Co-op New York
New York
Through Feb. 24
Designers and Agents NY
New York
Through Feb. 24

Feb. 23

Milano Micam
Milan
Through Feb. 24
Mipel
Milan
Through Feb. 24
EuroCIS
Düsseldorf, Germany
Through Feb. 26
The One Milano—Mifur & Mipap
Milan
Through Feb. 25

Feb. 24

Coterie New York
New York
Through Feb. 26
MAGIC New York
New York
Through Feb. 26

CMC

California Market Center (CMC) is the iconic hub of L.A.'s fashion, textile, and creative communities. After a \$250-million redevelopment, CMC's architecturally award-winning property is home to curated showrooms and creative offices for renowned fashion companies such as Adidas, Levi's, Free People, Paige, Mavi Jeans, Bestseller, Delta-Galli, and so many more. The CMC venue is also host to a year-round calendar of key trade shows and special events including LA Market Week, LA Kids Market, and the LA Textile Show, to name a few. www.californiamarketcenter.com.

Milan Fashion Week Women's
Milan
Through March 2

Feb. 26

White Milano
Milan
Through March 1

Feb. 28

Two Days
Düsseldorf, Germany
Through March 2

March 2

Paris Fashion Week Women
Paris
Through March 10

March 4

AAFA Executive Summit
Washington D.C.
Through March 5
LuxePack Los Angeles
Los Angeles
Through March 5

➔ Calendar page 20



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Calendar

Continued from page 18

Miami Fabric Show
Miami
Through March 5

Northeast Materials Show
Danvers, Mass.
Through March 5

Texhibition Istanbul Fabric and Textile Accessories Fair
Istanbul
Through March 6

March 5

Functional Textiles Shanghai by Performance Days
Shanghai
Through March 6

Colombo International Yarn & Fabric Show
Colombo, Sri Lanka
Through March 7

Jumble Seoul
Seoul, South Korea
Through March 8

Tranoi Women
Paris
Through March 8



Fashion Market Northern California (FMNC) has been producing exceptional shows in the Bay Area for over 40 years. The show's diverse products and brands represented include clothing, accessories, footwear, and more. Come join FMNC at the Embassy Suites in South San Francisco for a friendly and relaxed shopping experience! www.fashionmarketnorcal.com

March 6

Curate International Collections Paris
Paris
Through March 9

Matter and Shape
Paris
Through March 9

Premiere Classe
Paris
Through March 9

March 8

Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through March 11

March 9

Product Innovation (PI) Stride USA
New York
Through March 10

ASI Show Fort Worth
Fort Worth, Texas
Through March 11

Brand Assmblly LA
Los Angeles
Through March 11

Designers and Agents LA
Los Angeles
Through March 11

LA Kids Market
Los Angeles
Through March 11

L.A. Market Week
Los Angeles
Through March 12

March 10

Coast Collective Greater Philadelphia
Wilmington, Del.
Through March 11

The Indy Show
Noblesville, Ind.
Through March 11

LA Textile Show
Los Angeles
Through March 12

Spinexpo Shanghai
Shanghai
Through March 12

CHIC—China International Fashion Fair
Shanghai
Through March 13

March 11

Northwest Materials Show
Portland, Ore.
Through March 12

Intertextile Shanghai Apparel Fabrics
Shanghai
Through March 13

JiTAC European Textile Fair
Tokyo
Through March 13

Yarn Expo Shanghai
Shanghai
Through March 13

March 12

APLF Leather, Materials+ Hong Kong
Hong Kong
Through March 14

Fashion Access Hong Kong
Hong Kong
Through March 14

Graphics Pro Expo Irving
Irving, Texas
Through March 14



NellyRodi Paris is a leading strategic consulting agency specializing in the creative industries. The company guides brands, their leaders, and teams from defining bold brand strategies to executing them with precision and impact. NellyRodi's strength lies in combining deep global consumer insights with a passionate understanding of the fashion, beauty, and home industries. With creativity and a finely tuned methodology, NellyRodi helps elevate brand desirability and drive measurable success in an ever-evolving market. Celebrating 40 years since 1985, NellyRodi is the industry leader offering trend resources, sector studies, and successful consulting missions. Contact the Managing Director North America, Jacqueline Rumohr, at jrumohr@nellyrodi.com. nellyrodi.com

Los Angeles Fashion Week powered by Art Hearts Fashion
Los Angeles
Through March 15

March 13

Fashion Week El Paseo
Palm Desert, Calif.
Through March 18

March 15

National Bridal Market Chicago
Chicago
Through March 17

March 17

CALA Denver
Westminster, Colo.
Through March 18

March 18

Performance Days Functional Fabric Fair
Munich
Through March 19

Tranoi Tokyo
Tokyo
Through March 19

March 19

Circular Rooms
Düsseldorf, Germany

March 20

Garment Technology Expo
New Delhi
Through March 23

March 22

Bridal Week London
North Yorkshire, U.K.
Through March 24

Northstar Fashion Exhibitors
St. Paul, Minn.
Through March 24

Rome Bridal Week
Rome
Through March 24

March 24

Fashion Industry Gallery (FIG) March Apparel & Accessories
Dallas
Through March 26

Shoptalk Spring, The New Market
Las Vegas
Through March 26

Dallas Kidsworld Market
Dallas
Through March 27

Dallas Total Home & Gift Market
Dallas
Through March 27

March 25

Impressions Expo Atlantic City
Atlantic City, N.J.
Through March 28

March 28

European Bridal Week
Essen, Germany
Through March 30



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March 29

Fashion Market Northern California
South San Francisco, Calif.
Through March 31

ILOE Studios Chicago
Rosemont, Ill.
Through March 31

March 30

Product Innovation (PI) Fashion Tech Show Europe
London
Through March 31

Atlanta Apparel
Atlanta
Through April 1

Formal Markets Atlanta
Atlanta
Through April 1

April 5

Spring Atlanta Market
Atlanta
Through April 6

April 7

Michigan Women's Wear Market
Jackson, Mich.
Through April 8

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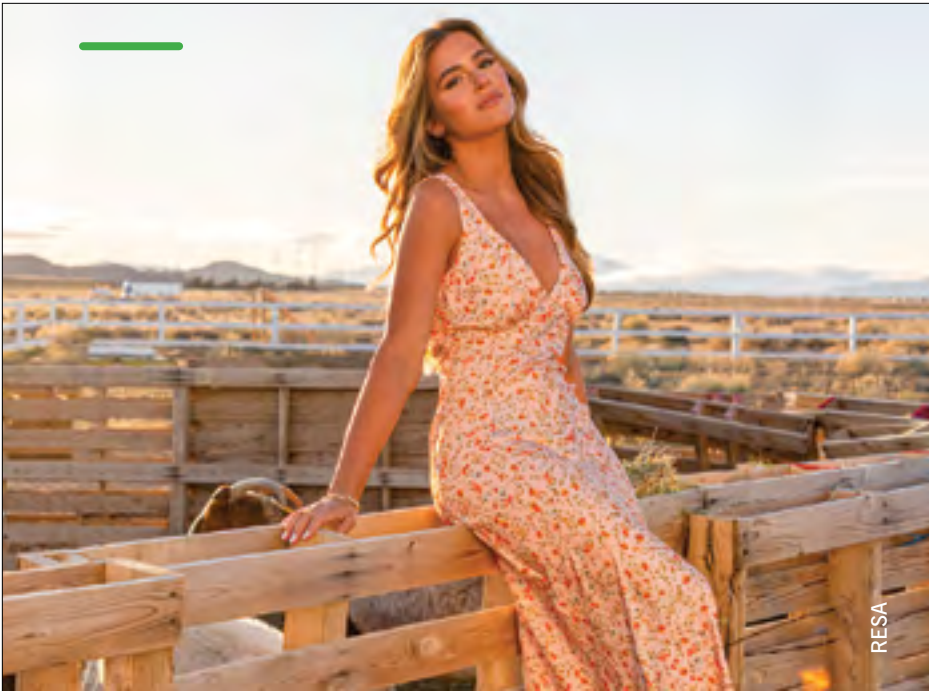
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INTERNATIONAL TRADE-SHOW CALENDAR

Calendar

Continued from page 20

Functional Fabric Fair—powered by Performance Days
Portland, Ore.
Through April 9

April 8

Fashion Sourcing Expo, Textile Expo Tokyo, Fashion World Tokyo
Tokyo
Through April 10

April 12

Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through April 15

April 14

Luxe Pack Shanghai
Shanghai
Through April 15

April 15

Kingpins Amsterdam
Amsterdam
Through April 16

April 19

Trendz
Palm Beach, Fla.
Through April 21

April 21

Première Vision Montreal
Montreal
Through April 22

Si Sposaitalia Collezioni
Milan
Through April 23

Techtextil Frankfurt
Frankfurt, Germany
Through April 24

Texprocess Frankfurt
Frankfurt, Germany
Through April 24

April 22

Barcelona Bridal Fashion Week
Barcelona, Spain
Through April 25

April 23

Ecuador Fashion Week powered by Art Hearts Fashion
Quito
Through April 26

April 27

World Retail Congress
Berlin
Through April 29

April 28

MAGIC Nashville
Nashville, Tenn.
Through April 29

May 4

Met Gala
New York
Seattle Mart Spring Buying Event
Seattle
Through May 5

May 6

LuxePack New York
New York
Through May 7



the new mart

In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of **The New Mart** represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and hosts over 100 showrooms that carry over 500 collections. Upcoming 2026 market weeks are Jan. 15–17, March 9–12, June 8–11, Aug. 3–6, and Oct. 12–15. www.newmart.net



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May 13

ABC Kids Expo
Las Vegas
Through May 15

IFJAG Charlotte
Charlotte, N.C.
Through May 15

May 19

Intertext Portugal
Porto, Portugal
Through May 21

May 20

Supreme Celebration
Munich
Through May 21

May 28

Miami Swim Week powered by The Society
Miami
Through May 31

Miami Swim Week powered by Art Hearts Fashion
Miami Beach, Fla.
Through June 1

May 30

Cabana Miami Beach
Miami Beach, Fla.
Through June 1

SwimShow, SwimLab, SwimTalks
Miami Beach, Fla.
Through June 1

May 31

Fashion Market Northern California
South San Francisco, Calif.
Through June 2

June 1

New York Shoe Expo, FFANY Market Week
New York
Through June 5

June 2

Simatex, Emitex and Confemaq
Buenos Aires, Argentina
Through June 4

June 3

Asia International Yarn & Fabric Sourcing Show
Bangkok
Through June 5

June 7

Michigan Women's Wear Market
Jackson, Mich.
Through June 8

L.A. Market Week
Los Angeles
Through June 11

June 8

LA Kids Market
Los Angeles
Through June 10

June 9

Atlanta Apparel
Atlanta
Through June 14
Summer Atlanta Market
Atlanta
Through June 14

June 14

Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through June 17

June 16

Fashion Industry Gallery (FIG) June Apparel & Accessories
Dallas
Through June 18

Pitti Immagine Uomo
Florence, Italy
Through June 18

Dallas Apparel & Accessories Market
Dallas
Through June 19

June 18

Los Angeles Swim Week powered by Art Hearts Fashion
Los Angeles
Through June 21

June 19

Milan Fashion Week Men's
Milan
Through June 23

June 23

Paris Fashion Week Men
Paris
Through June 28

June 24

Pitti Immagine Bimbo
Florence, Italy
Through June 25

Pitti Immagine Filati
Florence, Italy
Through June 25



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