

Trade Shows

A California Apparel News Special Section

November 2012

2013

Welcome to the Shows!

Trade-show organizers weigh in on plans, perks and services for upcoming shows

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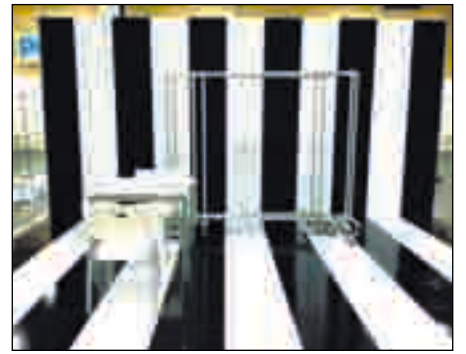
Prps/Workroom



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Motel Rocks/Pooltradeshows

Signage Offers Trade Shows an Enhanced Opportunity

While most trade-show attendees are easily impressed by over-the-top exhibitor booths and elaborate art installations that promote company products, signage is one component that is often overlooked but vital to the visual-display world.

Los Angeles-based design and graphics company **Chamo Studios** offers “high-impact, cost-effective products that generate results” for its clients for events, retail in-store displays and trade-show booths, as well as for galleries and museums.

CS offers a full-service treatment, including consultation, production, file transfer, installation and delivery, not specific to any type of signage printed or material used.

Owner Claudio Maike started the company in 2007 after his father decided to sell the 15-year-old, family-owned printing business that Claudio helped run, also based out of Los Angeles.

Maike, who received a bachelor's degree in fine arts in graphic design at **California State University, Northridge**, fell naturally into the industry, which later evolved into his own signage business.

The Venezuelan-born Maike named his newfound business after the Venezuelan moniker “chamo,” which translates

to “buddy” or “pal” in English. The company's name complements Maike's mission—to offer commendable customer service and a willingness to extend himself to his clients. This upbeat attitude has helped him expand his business and land a healthy roster of clients, which includes **Condé Nast, BMF Media, KPR, AFR Furnishings** and **Fresh Wata**.

“We are fortunate to work with some amazing companies on both coasts that have a responsibility to their sponsors to create the most visually impactful experience. We are happy to be part of the process,” Maike said.

By 2010, CS grew based solely off referrals, and Maike started working with one of **MAGIC's** boutique trade shows, **Workroom**. Since then, he has been hired to assist the **Project** trade show, doing directional signage and other projects for **MAGIC**, as well as clients that exhibit at streetwear and action-sports show **Agenda**. Some of the companies using custom booth signage are **Koolaburra, Baskit, Motel Rocks, PRPS** and **The Hundreds**.

Cody DeBacker, director of sales and partnerships at Agenda, said that at the upcoming show in Long Beach, Calif., in January, about 8 percent of the 400 participating vendors are expected to use custom-made signage.

Custom signage helps brands extend their advertising and

brand message visually, Maike said. “Buyers want to know the philosophy of the brand, beyond the clothes or merchandise on display,” he said. “Visuals lend themselves to telling the story about who the brands' customers are and how the buyers can merchandise them in their product mix.”

For trade shows, the signage varies, but Maike uses mostly die-cut graphics and decals for logos. The company also prints full-color vinyl adhesive to use for the booth graphics.

“The digital era has also really changed the printing business,” he said. “With the growth of the company, we have been able to, in turn, invest in some cutting-edge printers and technology, meeting the demands of our clients. Prior to digital-output machines, there was more of a labor-intensive way of producing signs, which is die-cut decals on media.” Among the new equipment and materials used at Chamo Studios are solvent printers, high-resolution photo printers, flatbed printers, and eco-friendly and latex inks.

Signage pricing can range from \$100 for basic logo/decals up to \$1,500 for full-booth graphics, depending on the size of the booth.

For more information, contact Claudio Maike at (213) 327-1078 or visit www.chamostudios.com.

—Sarah Wolfson

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Welcome to the Shows!

Trade-show organizers weigh in on plans, perks and services for upcoming shows.

With new formats in merchandising, increased use of technology and more-targeted outreach, trade-show producers are examining all the details to make sure their shows are serving their buyers' and exhibitors' needs better than before. The little things prove just as important as the big picture, from providing hospitable amenities to revamped, more-personalized show themes.

California Apparel News Contributing Writer Rhea Cortado caught up with several trade-show executives to find out what they're doing to get more buyers on their show floors.



What are you doing for your exhibitors to drive traffic at your shows?

Judy Stein

Executive Director, Swimwear Association of Florida
Miami SwimShow

As the premier resource for buyers from all swimwear and lingerie categories, the SwimShow features a great mix of curated new entrants to the show that blend well with a variety of iconic women's, men's and children's swimwear companies and women's lingerie designers. More than ever, companies are looking for a competitive edge, and SwimShow is the key to launching a successful season. Our No. 1 priority is to ensure a beneficial, productive and enjoyable experience for all our attendees. Thousands of retail buyers will get their first and all-encompassing look at what

the most established designers have in store as well as the new crop of up-and-coming talent. We are thrilled to have created the most exciting, must-attend trade event of the year, and we always love sharing a sneak peak of both renowned and new swimwear brands, legends, and designs.

We maintain some of the lowest exhibition rates, allowing more of the smaller resources the ability to participate in the show. The price, location, reputation and brands exhibiting, coupled with the very best retailers from around the globe, drive the traffic at the show. We produce year round, marketing promotional pieces that include newsletters, e-blasts, advertising insertions in all the major industry publications, press releases, and a "City Guide," featuring all the best restaurants, plus things to do and places to see in Miami Beach.

The SwimShow has partnered with the Miami Beach Convention Authority to offer increased access to the endless

possibilities of South Beach with negotiated rates at hotels, complimentary transportation and an onsite concierge. Full of activity, events and shopping and the ideal partner for the swimwear industry, South Beach is a premier resort destination with designer boutiques, world-class hotels, five-star dining, beautiful beaches and captivating nightlife.

Roy Turner

Senior Vice President, GLM Shows
Director, Surf Expo/Launch
Surf Expo

Surf Expo believes its robust and broad buyer base is the true heart of the show and for years has gone above and beyond to enhance the essential relationship between buyers and sellers through our Buyer Relations department.

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January 6.7.8

INTERMEZZO COLLECTIONS
January 6.7.8

CHILDREN'S CLUB
January 13.14.15

ENKNYC
January 21.22.23

ENKWSA
January 29.30.31

CLEAR/WHITE
February 10.11.12

ENKVEGAS
February 19.20.21

FASHION COTERIE
February 24.25.26

SOLE COMMERCE @ COTERIE
February 24.25.26

TMRW @ COTERIE
February 24.25.26

CHILDREN'S CLUB
March 10.11.12

ENK/MODE SHANGHAI
March 12.13.14

ENKUSA @ CHIC
March 26.27.28.29



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Trade Shows *Continued from page 4*

The Surf Expo Buyer Relations team continuously works with exhibitors to identify [the] key shops [that are] most important to our exhibitors. It provides superior customer service in assisting retail buyers with registration, finding hotel accommodations and connecting them with manufacturers. They also work closely with exhibitors to ensure there is an open line of communication.

Acting as a matchmaker between manufacturer and buyer, the Buyer Relations team visits face-to-face with hundreds of buyers each year. We talk to resorts in the Caribbean; boardshort distributors in South Africa, Europe and "Australasia"; gift shops in the Gulf; skate shops in Canada; and, of course, the thousands of retailers across the United States who have counted on Surf Expo for the past 37 years.



Judy Stein



Roy Turner



David Lapidos



Oscar Ben Rodriguez

At Surf Expo we also believe in accentuating the "show" in "trade show" as a means to drive traffic to our event. From demo pools for stand-up paddling to dive tanks to skate parks, our on-floor special features bring the sports we serve to life on the trade-show floor, enhancing show-floor traffic as well as adding excitement for our

attendees. Our fashion shows and seminars have been moved to the show's floor in an effort to keep attendees among our exhibitors through the day. The move has shown an increase in the participation at our staged events while helping attendance to remain constant up until closing, a benefit for our exhibitors.

David Lapidos Executive Vice President OffPrice Show

I think the most important thing we do for our vendors is that we place in front of them 12,000 to 15,000 buyers. These are buyers, not sightseers. Our goods are made; they are in stock; they are ready for immediate selling, immediate delivery or later delivery. We are not just close-outs. We have a lot of categories that are just excellent values. If a president of a company is going to send 10 to 20 buyers, he wants to get his money's worth. He wants them to see as many items as possible. We are immediate delivery. We have over 500 vendors who are the owners, and they can make a deal. We put these people in front of the sellers. That's a service that no one really provides.

Now, if you were a buyer, you've got 500-plus vendors who want to sell to you under

one roof. You can't do that in New York or L.A. We provide a service that no one else can provide in such a large scale. That's very important to a buyer. When I was buying as a jobber, it was important to me to deal with the owner. Then you know you're getting a good deal. That's what you have at our show. For the new buyers, we give several tours per day for the first few days. We have educational lectures during the day. We might talk with buyers about a certain type of financial paper that they might need. You name a subject, we try to have an expert talk to them about it.

I've seen more interest in immediate buys. Retailers like to carry less inventory now. We are an in-stock show. We are increasing our visitation to our show because people are buying closer to the vest.

Oscar Ben Rodriguez Senior Trade Show Manager California Market Center

The California Market Center (CMC) uses a slew of digital, on-site and offsite features and perks to enhance attendee relations and to help drive traffic within each of our trade shows. Our use of social media and digital technology has increased significantly in the past couple years, becoming the primary and preferred mode of communication and interaction between the CMC and its audiences.

The CMC marketing department currently sends out weekly e-blasts promoting various markets, trade shows and other special events in addition to blogging and updating our social-media sites daily, which include Facebook, Twitter, Instagram, Pinterest and Blogger. By doing this, we initiate communication and real-time interaction with our audiences. Additionally, beyond providing show facts and information, the CMC's goal is to maximize use of social media and digital technology as a means to connect and develop relationships with our targeted audiences (buyers, manufacturers, sales reps and the media), as well as to create awareness of the breadth of brands, resources and amenities featured at the CMC, its markets and trade shows.

Onsite, we continue to partner with prominent industry trend forecasters and affiliates to en-

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Roger Orozco, Creative Director, Bed|Stü Footwear

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hance our complimentary seminars and discussion panels, keeping them relevant and applicable to our guests. We also offer Internet lounges and Wi-Fi access for our buyers and exhibitors to enhance their show experience in addition to hospitality and giveaways on each floor throughout each day.

Offsite, we continue to partner with surrounding hotels, offering buyers discounted rates and complimentary shuttle service between the CMC and host hotels.

John P. Gallagher
President and Chief Executive Officer
Messe Frankfurt

We implemented an "Elite Exhibitor" program in July, which included additional marketing opportunities to expand their reach to our audience. [To qualify for the Elite Exhibitor program] for Texworld USA, they had to have exhibited a minimum of 10 shows. For Apparel Sourcing, [they had to have exhibited a minimum of] three shows. They received additional signage on their booth, are highlighted on the floor plan onsite and are highlighted in the exhibitor list online. A press release was issued highlighting the companies.

We are building on this for future events to thank exhibitors for their loyalty and continued support of the show. In addition, we are looking to add new feature areas to the show floor. This will increase traffic, providing the exhibitors with a greater amount of attendees to visit with during the show.

Britton Jones
President and CEO
Business Journals Fashion Group

Being a multi-media company, Business Journals Fashion Group (BJI) is able to provide our exhibitors and retailers a unique approach to the trade-show experience. We are not just a three-day show but a full-service industry network for both our exhibitor and retailer communities.

In the upcoming year, BJI Fashion Group shows—AccessoriesTheShow, Stitch, MRket, Moda Manhattan and Fame—will utilize all marketing mediums to inform retailers of our shows and will produce 23 events in 2013. We will have an almost continuous communication stream with our audience.

Our attendee-marketing campaigns are multi-faceted. They utilize traditional mediums—such as extensive direct mail and print advertising campaigns and tele-marketing—as well as comprehensive digital, social and mobile programs.

We begin each show cycle two months out by sending out our "save the date" postcard and continue with a robust direct-mail campaign that includes the popular show badge, which is mailed to 30,000 pre-registered buyers. In addition, we mail out show newsletters both digitally and in a print version (four color and up to 36 pages). The shows are also heavily promoted in *Accessories* and *MR* magazines (both properties of the BJI Fashion Group). Each show has an extensive four-color section within the magazines, which provides a profile of every exhibitor in the show. Finally, the



John P. Gallagher



Britton Jones

shows are heavily promoted in our market-leading magazines by running a spread ad in every issue.

Our digital-marketing portfolio illustrates the breadth and depth of current technology and the multitude of mediums we currently use to communicate with our retailers around the world. Our show websites deliver immediate show information in addition to a

full 2013 BJI Fashion Group show calendar. Breaking news and updates are constantly uploaded to our sites in addition to being emailed out to our 13,000-plus registered retail subscribers. Participating exhibitors receive a company profile that lives on the show websites and highlights the brand's current images, contact information and a direct link to their website. Not only are retailers given the opportunity to see which companies are going to be exhibiting in future shows, but our sites allow them to view collections, make pre-show appointments and place orders after the show by keeping the exhibitor information live on our sites weeks after the show ends. These digital initiatives drive traffic by educating retailers about the compelling nature of the resources in our show, and they have been especially effective in increasing our international attendance, which grew by more than 10 percent last year.

Our mobile app has placed in the palms of the retailers instant access to searchable exhibitor lists, floor plans, GPS to help navigate the show, important news updates and general information. This app also provides retailers with tools to organize favorite exhibitors to further assist in planning their market agenda. In addition, BJI Fashion Group has created an active community through our social-media sites, where we encourage the sharing of information and ideas before, during and after our shows.

Finally, our attendee-development programs incorporate the "human touch" through comprehensive telemarketing. Each show also utilizes its own dedicated, in-house team of telemarketers, who inform retailers of the upcoming show dates and provide answers to any questions they might have. Each season these campaigns consist of more than 10,000 calls, and, again, given

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2013
SHOW DATES
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San Mateo Event Center

SUMMER
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FALL
APRIL 14-16

FALL 2
JUNE 23-25

HOLIDAY/RESORT
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TRADE SHOWS

Trade Shows *Continued from page 7*

the frequency of our shows, these 100,000-plus calls a year [10 campaigns per year] go a long way to further building the relationships with the retailing community.

Retailer and exhibitors alike know that the amenities and services found at the BJI Fashion Group-produced shows are truly unparalleled. It is our goal to enhance the experience of our retailers during their busy market-week schedules through our amenities. For all exhibitors and retailers, our complimentary amenities include daily breakfast, lunch, bottled water, cappuccino and ongoing coffee service, and extensive spa treatments right on the show floors. Our Las Vegas events even offer taxi reimbursement to retailers up to \$10 toward their fare to our shows in addition to our opening-day cocktail reception. These services make our exhibitors and attendees feel appreciated and are very popular. Accordingly, they help provide yet another reason to participate in our shows.

Suzanne De Groot

Executive Director, Golden Gate Apparel Association
Fashion Market Northern California

Buyers from Northern and Central California, as well as the Northwestern and Rocky Mountain states, appreciate shopping the more than 200 clothing and accessories exhibitors that are based in Northern California, Los Angeles and elsewhere.

We currently have an inside marketing and incentive plan, which targets new buyers to the show by offering a free room at the Marriott, as well as the other listed amenities. We mail a postcard with our yearly calendar to all buyers and have a telemarketing campaign aimed at introducing our new and improved show to the buying community, as well as our print and Web advertising.

We mail a show directory, listing current show vendors, to facilitate buyers in setting up appointments in advance, which can be done online on our website, which also features buyer pre-registration. We feel that we offer buyers a unique experience—an environment that provides a productive but relaxed shopping experience at the largest and most diversified open booth-format show west of Las Vegas.

For our out-of-town buyers, we are close to the San Francisco International Airport. We offer a very special rate at the Marriott, which includes parking at the hotel and our own free shuttle to and from the San Mateo Event Center mornings and afternoons during the show.

The San Mateo Event Center is centrally located for those buyers within driving distance, and there is plenty of parking at minimal cost. We provide a complimentary continental breakfast and afternoon treats to buyers and exhibitors, as well as lunch coupons, buyer giveaways and free parking on the last morning of the show.

Christopher Griffin

Vice President
WWD/MAGIC

One of the things that we say a lot is New York Fashion Week sets the trends, but MAGIC drives the business. As such, we really feel we've got to deliver things that take not just the business and commerce side but the event side to a higher level every single show. We focus on bringing in new partnerships and activations on the show floor.

International has been a very, very key driving point for us, separating us from the rest of the pack. It's something that we know from experience. It's something that our buyers and our brands like to see—international on the floor. For February in the women's area, we are continuing to build



Suzanne De Groot



Christopher Griffin

our relationship with Who's Next and Prêt-à-Porter Paris. We look to have upwards of 40 brands coming in for February. Overall, when it comes to international—just in the women's show for example, we are up 86 percent from February 2011.

Partnerships work in a number of ways to bring excitement, energy and newness to the show floor. We recently partnered with The Accessories Council. They came in for August and are returning in February with their "USA Made" initiative, where they have 22 jewelry companies that make entirely 100 percent in the United States.

We've done a number of things that set us apart in our social-media outreach and what we do in the digital space. From our mobile app to the biweekly e-zine that we launched, called Fashion Alert, to our blogger lounges on the show floor that we activated across all the shows. [On our mobile app] from anywhere on the show floor you can plug in a company name and it will pull it up on the map and give you a diagram as to how to get to that booth from where you are standing.

Our goal is two-fold: One is to be touching our customers and retailers 365 days a year. We are not just a twice-a-year trade show. We are really an event, and it goes beyond two times a year in Las Vegas. We feel that is an opportunity for us to take it beyond that place and be a resource for buyers and exhibitors throughout the course of the year. There was the Shop the Floor, which was prominently showcased at the August show at every single venue, and we are just getting started with that.

We continue to go forward with the emerging-designers showcase. We have two showcases. In women's we have one for ready-to-wear and one for accessories—up to 25 new lines each show. You can only be in there once, and we've got an amazing response from the buyer community because they love the notion that they can discover someone brand-new to the industry. Exhibitors like the fact that we are incubating and creating an area on the show floor for brand-new blood to come in. Our industry is so diverse; we've got to be diverse as well.

In terms of merchandising, for three shows now, we've been in three halls. That's a big change for us. It's allowed each area to have its own aesthetic. For 17 years we were in one hall. We took our contemporary, our better to bridge and women's sportswear and put it into the North Hall, [where] we have a very understated elegance with mostly uniform booth systems—it's all white. It speaks to that buyer, and the buyers responded. We had people in the last show have their best show in 15 years with us. I think the buyers find it easier to navigate. North Hall has come to a place where we've got someone like Eileen Fisher coming in, who hasn't been in Las Vegas for five years. We've got Catherine Malandrino coming in, who hasn't been in Las Vegas ever.

For years and years, MAGIC had a fashion show in the Grand Lobby. We moved away from that, and we made everything much more show-floor centric. This is the third show that we've had since we introduced fashion shows again, now in the North Hall. It's only North Hall brands that have an opportunity to be in it. It's curated, and for

February we expect a record number of brand submissions for inclusion in the show.

Leslie Gallin
Vice President, Footwear
FN Platform/MAGIC

We felt that it was quite important to be able to offer to the ready-to-wear buyers—as well as the footwear-only buyers—a head-to-toe experience. Across the United States, as well as internationally, the major retailers are carving out more square footage for selling footwear only in their stores. We had noticed this trend quite some time ago and now have been able to be there in the forefront as the environment where both the retailers in the United States as well as internationally can come to our marketplace.

We truly are an environment where one can see—whether at appointments or at one time—the trends that are happening worldwide. Our associations in footwear with the British, Spanish, Brazilians, Portuguese and Japanese have all been quite fruitful, enabling us to continue to offer new and creative products to the marketplace here in the United States.

We also feel that mentoring and education is important on both sides of this table. If we procure successful partnerships with our retailers and exhibitors by giving them the knowledge they need to be better in their business, we continue to forge forward with a healthy environment for each industry. That's the goal that we have. MAGIC has been known for fun, and, certainly, FN Platform has been known for fun. We have our five lifestyle environments, and we are enhancing—this time, Black Diamond, our luxury sector for designer footwear [in which] everything will retail for \$300 and up. That truly covers the international ini-



Leslie Gallin



Andrew Olah



Cole Daugherty



Pierre-Nicolas Hurstel

tiative. We signed Derek Lam yesterday in footwear, so we are very proud about that.

Andrew Olah
Founder of Kingpins, CEO of Olah Inc.
Kingpins

At Kingpins, while growing attendance is always a goal, it is tempered by our need to make sure that each new attendee or brand makes sense for our exhibitors and represents a real business opportunity. Also, we have the challenge that our shows are international, and each market is unique. What works to grow attendance in New York and LA, for example, doesn't always translate for our shows in Asia. As we grow, we try new things each season. This season, we worked with a public relations and marketing agency in Shanghai to grow our exposure there. The result was our best-attended show in Asia, with nearly 200 companies and more than 400 buyers shopping the show.

Another initiative we've found success with is the addition of more seminars and panels to our domestic show floors. Finally, we partnered with Stylesight, the best trend-analysis firm, to provide targeted and tailored

denim trend analysis for Kingpins' attendees at every show. Basically, information—whether it be about new approaches to washing and production, trends, case studies or new technologies—has proven to be a big draw at our shows and has helped us build our attendance in a way that makes sense for Kingpins.

Cole Daugherty
Vice President, Communications & Business
Development
Dallas Market Center

In the last couple of years we have seen a growing number of exhibitors from LA, so we have some new tools to help make market a success. Assisting companies who want to tap into the strongest economic region in the U.S. is part of who we are as a marketplace. In addition to the traditional methods—including ads, emails and direct mail—we have a staff of retail experts who work every day to identify new buyers and work to deliver them to market. We are also investing more heavily in multimedia and social media so we can help exhibitors reach out directly to potential customers who are beginning to

depend upon their smartphones more than printed directories. It's a partnership between exhibitors and our show staff that's paying big dividends. We have experienced the highest annual attendance since 2004.

Pierre-Nicolas Hurstel
Vice President
CURVExpo

We listen carefully to the feedback we get from our retail buyers. They need to reduce travel to save as much time and money as possible while maximizing the productivity of their hours at the show. To make CurveNV [in Las Vegas] as effective and cost-efficient as possible for retailers, we created a new, more concentrated and focused workshop concept for the show.

The shorter, two-day format allows buyers to take advantage of the wonderful show dates this season: Feb. 18–19. For the lingerie and sleepwear market, it is extremely important for retailers to be in their boutiques for the weekends before and following Valentine's Day. For the first time in our history, CurveNV's show will take place after the Valentine's [Day holiday]!

We invite retail buyers in before the show opens to offer them breakfast and introduce the newest brands and lines. At 9 a.m., the show opens, and they have the entire day, until the show closes at 7 p.m., to work. We also offer lunch to our buyers, and we invite them to get together for a relaxing wine-and-cheese reception at the close of the show.

We are taking a personal approach with our retailers. We have targeted 2,000 specialty-store accounts that are being divided and assigned to each of us. Our objective is to get to know the buyers, better understand their needs and build the kind of valuable rela-

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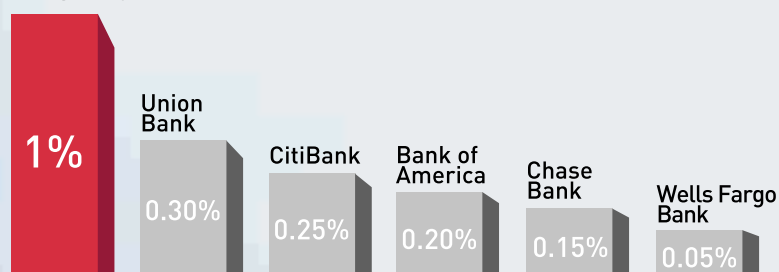
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Trade Shows *Continued from page 9*

tionships with them that we have with our exhibitors. We want retailers to know that we appreciate them and they are important to us. When a buyer is hesitant to come to the show, it's better to have our president call them personally than have them talk to a telemarketer.

We are launching an exclusive program for 100 buyers in Las Vegas. We started with the top 300 lingerie boutiques in the Midwest and on the West Coast, and we identified the 100 least faithful. These retailers have attended our Las Vegas shows but not every year; others come only to the August shows because the February dates weren't good; and some even came all the way to the New York shows instead of attending in Las Vegas. We want to be sure to have these buyers at the CurveNV show in Las Vegas this February, so we are inviting them for a complimentary night at The Venetian for the first night of the show on Feb. 18. Just before Christmas, these buyers will receive a gift from Curve, including the complimentary night and a gift from the participating brands in Las Vegas. Each brand that wishes to participate in the top 100 buyers program will offer a personal gift of \$50 wholesale value to the buyer, who will claim the gift at the brand's booth. The gifts will be in the form of a checkbook of vouchers, each from a different brand. The free night at the hotel brings them back to the show, and the gift vouchers attract them directly to the exhibitors' booths.

The Gallery is a brand-new section at the show dedicated to directional brands, newcomers to the Las Vegas show and new men's brands. The Gallery exhibitors will be showcased in a specified area of small, open, affordable booths at the center of the show. Retailers



Ed Mandelbaum



Tommy Fazio

are looking for the newest offerings, and the Gallery will give them that access while providing exposure to emerging brands.

We offer to the industry a powerful set of tools that allow brands and retailers to keep in contact with each other all year long, as well as to book appointments for the show. These tools, which are complimentary for exhibitor brands, include featured space in our newsletters; on our website's home page; posts to our community on Facebook, Twitter, and Pinterest; digital customized invitations from the brands to their customers; banners; online previews; etc. All of these tools connect buyers directly to the brands, and the retailers can contact them with one click.

We are revamping our newsletter to make it even more visual and appealing, and all the brands that submit in time will be displayed monthly on our featured board on Pinterest. We will also segment more our emails, and faithful buyers will receive fewer emails.

We have hired a community manager to enhance our [reach to] retailers through social media. All the brands participating to our shows can submit news to the manager that will be posted to the online community.

This effort is to give more exposure to the brands and to attract new retailers.

With inspiration from [sister trade shows Mode Lingerie and Salon International de la Lingerie] in Paris, we are going to develop more onsite services for buyers. At the shows we will have an information desk to welcome retailers and direct them to the brands that answer their needs and to facilitate them to discover new brands with prices and styles their customers are looking for. This new service will ease the visit for the buyer while increasing their exposure to new brands.

We want to provide our brands with the opportunity to do business, gain valuable contacts and exposure, and better reach their targeted retailers to better answer and anticipate their customers' needs. CurveNV provides a service that makes participation to the show, both for retailers and exhibitors, an easy, focused, efficient and enjoyable experience.

Ed Mandelbaum

Co-producer

Designers and Agents

What we've set up in Paris feels more like an intimate showroom than a trade show. We have always had about two dozen designers, and in our mind it's really the icing on the cake and really shows what D&A is all about. We have never tried to be the biggest. We've always accepted 10 percent or so of those who applied to our show. We've never strayed from that. We want to stand for being a trade show that is known for having the best brands, not just a million brands. We've limited the size of the show. We've kept it finely curated. We've kept it a friendly, intimate feeling with a select group of designers. The designers who exhibit with us, as well as the buyers and press that come to us, know that D&A is not just a supermarket. We're

more like the gourmet shop. Paris really gets the message across because it's small and intimate—that D&A is not just that show that wants to get bigger and bigger and bigger.

We've been lucky. Since we started in LA 15 years ago, we connected to the area of the industry that's had the area of growth. When we started, there was one Barneys Co-Op, there was one Intermix, there was one Scoop, there was one Calypso. Now they all have 20 and 30 stores. That's the end of the market we focused on [contemporary], and that's where the growth has been.

We always listen to our retailers, and we are very connected to our marketplace. We have been lucky since we have had the same screening committee since day one. We don't want to just rent a booth. We want to do products that retailers want and the best stores want to get it first. In July of this year, we launched D&A Man. We started in New York twice a year along with the men's market. We are doing the exact same thing with D&A Man that we are doing with D&A.

Tommy Fazio

President of Project and Menswear, Advanstar

Our mission statement says it all. We at Project are bringing expertise and relevance to the global fashion industry. Through a highly merchandised approach, we create destinations where innovation, commerce and service converge, bringing the industry's most compelling trade-show experience to life by making sure all our brands are equipped with all the tools they need to attract the right retailers. With many years as a fashion director for the retail community, I am able to look at the show with fresh eyes and ensure that each brand is positioned with "like-minded" brands to create a cohesive shopping experience. ●



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Shop & Dine

By Deborah Belgium *Senior Editor*

Want the scoop on the latest and greatest on the shopping and dining front? We have the lowdown on where to eat and shop when the work day is over in some of the country's most frequented trade-show cities.

LOS ANGELES

The Parish
840 S. Spring St.
(213) 225-2400
www.theparishla.com

No one ever thought the very popular Angelique Café could be replaced when it closed a few years ago.

But taking over the long-vacant spot is The Parish, whose new owners have done a total revamp and converted the interior space into an English gastro pub that still maintains the old bohemian charm of the previous restaurant.

Located a block away from the California Market Center, The Parish sits on the tip of a triangular space where Main and Spring streets converge.

The Parish Café is on the ground level, serving tasty homemade morning pastries from 7:30 to 11:30 a.m. with breakfast items that include chocolate brioche, beignets, cranberry, white-chocolate scones and all sorts of biscuits.

Upstairs is The Parish Restaurant, where the evening menu has some unusual choices,

such as bone marrow with celery salad or pork head pot pie. (Must be popular in England.) Then there are the various appetizers, such as fried olives, oysters and pigs' feet.

On the more mundane level, entrees include an all-American buttermilk-fried chicken, burgers and grilled rib eye steak. There is also a rotating list of more than 20 drafts of beer on tap from local breweries.

The force behind The Parish, which opened Oct. 1, is chef Casey Lane, known for the Tasting Kitchen in the Los Angeles neighborhood of Venice.

Much of his food choices are paired to go with the beers and cocktails shaken and stirred by drinks expert John Coltharp.

The long bar is cozy and has a great view of the street below. The new eatery is highlighted by a blaze of lights that twist up and around the enormous ficus trees looming next to the building, making for a festive marker.

Rag & Bone
8533 Melrose Ave.
(424) 245-4816
www.rag-bone.com

At last, the Rag & Bone guys finally



The Parish



Rag & Bone

planted a flag on the West Coast.

In late October, the East Coast-centric, high-brow boutique, which carries cool clothes with a casual look, opened its first flagship store on the opposite coast.

The 9,000-square-foot store is spread out on two levels. The first floor carries men's and women's clothing as well as shoes and accessories. The second floor is set up as a showroom and event space.

Exposed wooden ceilings, a concrete floor, and antique and industrial chandeliers give the store a loft feel.

And an art-deco staircase was installed that resembles the one in the first Rag & Bone store in New York.

If the opening party is an indication, this place is going to be particularly popular among the celebrity set and fashionistas. Movie stars such as Cameron Diaz, Emma Roberts, Reese Witherspoon and Aziz Ansari were front and center as well as the evening's host, Bee Shaffer, who brought along her mother, *Vogue* Editor Anna Wintour.

Also present were the men of the evening, Rag & Bone founders Marcus Wainwright

and David Neville, who met each other at a British boarding school.

The shopping is to die for if you want to have that "yes, I am famous, but I am not very concerned with my clothes except they have to be the trendiest thing on the rack" look.

The men behind the brand take great care to meld tailored clothing with understated New York looks.

Welcome to East meets West.

SAN FRANCISCO

AQ Restaurant & Bar
1085 Mission St.
(415) 341-9000
www.aq-sf.com

The idea of converting the early-20th-century headquarters of the former San Francisco health department into a trendy restaurant in the dicey South of Market section of the city could be a recipe for disaster. But the owners of AQ still managed to get the James

➔ **Shop & Dine** page 12



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Together we'll go far



Continued from page 11

Beard Foundation award in 2012 for best new restaurant.

The secret to their success involves two things: The menu rotates as different fruits and vegetables come into season. And their restaurant décor also changes with the weather.

That is the reason for the restaurant's name, AQ, which means "as quoted," the abbreviation normally listed for seasonal-dish prices.

The exposed brick walls and high ceiling give the eatery a very San Francisco, Old World feel.

The man behind the menu is Executive Chef Mark Liberman. He wrangles up the best local produce, meat and fish in Northern California and makes new and traditional dishes employing classic French techniques.

There is the petrale sole with roasted cau-

liflower and green grapes, beef poached in mushroom tea, and the octopus with tête de cochon (pig's head), chickpeas and hearts of palm or duck confit. Main courses run between \$25 and \$32.

The dessert menu includes sweet potato pie and various cheeses.

Liberman joined forces with first-time restaurateur Matt Semmelhack, who prevailed upon technology to raise some of his startup funds. He went to Kickstarter (www.kickstarter.com) and came up with more than \$25,000 in investment money.

He used it well.

Uniqlo

111 Powell St.
(877) 486-4756
www.uniqlo.com

Talk about an incredible retail make-



AQ Restaurant & Bar



Uniqlo

over. Uniqlo, the Japanese retailer known for its affordable, casual looks, opened its first West Coast store not far from Union Square.

The purveyor of colorful styles took over a former DSW Shoe Warehouse store that was pretty dark and depressing. Now the 29,000-square-foot space, which encom-

passes three stories, is bright and light with skylights, high-beamed ceilings, 77 LCD screens around the perimeter and an LED-illuminated rainbow staircase.

There are 91 rotating mannequins, 22 dressing rooms and 19 cash registers. Uniqlo has entered the future with a virtual dressing room it unveiled at its new West Coast store.

They call it a "Magic Mirror," and it allows customers to use the Kinect color-changing engine and half-mirror touch-panel technology to try on a jacket or sweater and then touch a screen to see it in a different color. The images can be uploaded to Facebook or Twitter to share with friends.

Uniqlo has sometimes been compared to The Gap, which has a San Francisco flagship store not far away. Across the street is an H&M store, another competitor.

The store opening in October was a pretty big deal, with former football quarterback Joe Montana on hand for the festivities. Also making an appearance was Tadaishi Yanai, the chief executive of Fast Retailing, the parent company of Uniqlo, and the richest man in Japan.

This is Uniqlo's fifth store in the United States, with three in New York and one in New Jersey. Plans are for the Japanese chain to open more West Coast stores in Los Angeles and Seattle and then in Boston, Chicago, Dallas and Atlanta.

The retailer's merchandise is pretty price competitive, too. Think Japanese-engineered denim selling for \$9.90. Hard to beat.

MIAMI

Juvia

1111 Lincoln Road
(305) 763-8272
www.juviamiami.com

How can you not like a place where their favorite saying is "Our Penthouse Is Your Penthouse"?

Rooftop dining overlooking the Atlantic Ocean hits its stride at Juvia, a new eatery that opened in February to rave reviews for its grilled seafood. The menu is a mélange of France meets Japan meets Peru, which sounds like quite a diplomatic feat.

The forces behind this new temple to cuisine are the husband-and-wife team of Jonas and Alexandra Millan, who started the Bonito restaurant in St. Barth's, the tony Caribbean island.

The couple had been looking for a Miami location and approached Robert Wennett about occupying the penthouse of his nine-story garage building on Lincoln Road.

Turns out that Wennett had

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Juvia



H&M



The NoMad Restaurant

Continued from page 12

fallen in love with Bonito when he was in St. Barth's and signed them up right away.

The restaurant is huge, with 10,000 square feet. The outdoor seating area, with a retractable roof, seats 60 and has a vertical garden designed by botanist Patrick Blanc.

The color purple is the dominant hue in this mid-century space, which also has plenty of white chairs and gray accent pillows.

The menu takes many of its cues from the ocean. The Chilean sea bass is served with maple-glazed eggplants and Hawaiian hearts of palm. The sea scallops are grilled,

and the pan-seared duck is served with Brussels sprouts.

For a touch of Peru, try the causa croquet with tuna, potato, ají amarillo and red onion topped with cilantro.

Entrées are in the line of \$24 to \$45, and side dishes fall in the \$8 to \$10 range.

Restaurant critics are calling this new addition to the Miami dining scene a game changer.

H&M

551 Lincoln Rd.
(855) 466-7467
www.hm.com

The Swedes have invaded Miami Beach. After being absent from shopping-centric Miami, H&M just opened its first Miami flagship store in a renovated art-deco theater on the pedestrian-friendly Lincoln Road mall.

Spread out over two large floors, the new shrine to shopping is stocking men's and women's clothing as well as its young trend collection.

Dotted around the 24,000-square-foot space will be special collections and designer collaborations.

Here are some examples of how competitive its prices are: Dresses are selling from \$24.95, blouses start at \$14.95, and women's trousers go for as little as \$12.95. Men's clothing has shirts starting at \$14.95, trousers from \$19.95 and jackets from \$34.95.

The store's opening on Nov. 8 created quite a buzz and added a new vibrancy to the old Lincoln Theatre, which is a beautiful building constructed in 1935 by cinema architect Thomas Lamb.

The store has extra-long shopping hours to accommodate the many tourists hitting the trendy South Beach area. The store is open until 10 p.m. on Sundays through Thursdays and until midnight on Fridays and Saturdays.

Before Nov. 8, the closest H&M store for the Miami crowd had been Palm Beach, Fla. But now Miami will have two major H&M stores with another store opening before the end of the year in the Aventura Mall.

NEW YORK

The NoMad Restaurant
1170 Broadway
(347) 472-5660

Spending an evening at the NoMad Restaurant, located inside the NoMad Hotel, is like jetting to Paris for dinner in the early 1920s.

The restaurant décor inside the turn-of-the-century Beaux-Art building was designed by Frenchman Jacques Garcia, who conjured up images of one of his first apartments in Paris.

The result is an opulent setting replete with an ornate fireplace shipped from France, a glass atrium in the dining room, and red velvet curtains and chairs trimmed with gold in the Victorian parlor. The effect is of a Belle Epoque house.

The restaurant's dark-wood bar has been garnering praise for its alcoholic concoctions and even its alcohol-free, fennel-basil soda. *Esquire* magazine included the NoMad bar in its list of the best bars of 2012.

The cuisine here is under the guidance of chef Daniel Humm and his partner, Will Guidara, who are best known for their award-winning Eleven Madison Park eatery of four-star fame.

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Continued from page 14

Humm converts food into delicate dishes not found at other restaurants, such as the butternut squash roasted with morcilla sausage, green apples and quinoa. Then there is the taglietelle with crab, foie gras torchon, or the scallops seared with corn, tomato and borage. Another temptation is the lobster slow cooked with fennel, orange and black olive.

The pastry chef is also a whiz, devising a popular rich dessert called Milk and Honey, made with shortbread, brittle and ice cream.

Juliette Longuet
153 E. 70th St.
(646) 360-3300
www.juliettelonguet.com

The Upper East Side has always been a trendy outpost for the well-heeled. Now they have one more Euro-flavored boutique to shop.

Juliette Longuet, a French-born designer who studied at the Fashion Institute of Technology in New York, has been selling her self-named line for 10 years to various specialty boutiques and emporiums around the country and abroad. Her fashions have been spotted on the racks of Saks Fifth Avenue and other high-end retailers.

After years of her merchandise appearing in other stores, she decided to open her own boutique. It debuted in September inside a two-story townhouse that oozes all things Parisian—from the elaborate chandelier to the ornate fireplace. She consulted with architect Guillermo Gomez on the design for the 1,500-square-foot space.

“I fell in love with the location right away,” said Longuet, with a wisp of a French accent. “It was so chic, with a Parisian style—with its high ceiling, chimney and lots of mirrors.”

The French designer describes her line of dresses, skirts, jackets and blouses as very feminine. “It is like a Parisian girl who likes the glamorous side of New York.”

Her dresses are made of silk chiffon, crêpe de chine, and tweeds from Italy and France. There are cashmere coats and lots of knit sweaters. Prices range from \$250 for a skirt to \$385 for a dress. Tweed jackets with leather accents are \$750.

“I always thought having my own store would be a dream,” she said of her retail spot near Lexington Avenue. “So I decided to jump into the water.”

LAS VEGAS

Allegro
Wynn Las Vegas
3131 Las Vegas Blvd. South
(702) 770-3463

As one Italian eatery exited the Wynn Las Vegas hotel premises, another one stepped in.

This summer, Allegro replaced Stratta and fired up its kitchen with a blend of Italian-American cuisine that is created by Executive Chef Enzo Febraro.

Febraro is an accomplished cook. He graduated from culinary school at the age of 16 and then traveled through Europe, working with some great masters. The



Juliette Longuet



Allegro

Naples native has cooked at some illustrious three-star Michelin eateries as well as headed the kitchens at D'Acqua Ristorante, Filomena Ristorante and Café Milano in Washington, D.C.

His most recent gig was at Bond 45 Ital-

ian Steakhouse in National Harbor, Md.

The Italian chef grew interested in cooking by watching his mother and grandmother whip up layered lasagna and provocative pastas. Some of those dishes have ended up on the menu of this casual restaurant, which

opens at 5:30 p.m. and stays open until 6 a.m. for those gambling night owls.

Highlights include fettuccine carbonara, osso buco d'agnello, linguini with clams and a baked lasagna napoletana.

Main courses start at \$26 and go up to \$49 for the Maine lobster calamarata.

No Italian-American restaurant would be complete without a few kinds of wood-fired pizza, which come in four different varieties.

Topshop/Topman
Fashion Show Mall
3200 Las Vegas Blvd. South
(702) 866-0646
www.topshop.com

Topshop has been a bit of a stranger to the United States since taking root in England in 1964. It is still firmly entrenched at London's Oxford Circus.

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Continued from page 19

But Topshop couldn't resist finally opening up an emporium in Las Vegas, where money is flowing in and out of the casinos.

Topshop and its brother brand for men, Topman, went all out to celebrate their March opening, with a double-decker bus floating around town to announce the new 20,000 square feet of retail space at the massive Fashion Show Mall on Las Vegas Boulevard.

The ribbon-cutting ceremony was quite the social event in Las Vegas, with owner Sir Philip Green on hand for the hoopla.

This is Topshop's third U.S. flagship, having planted its other flags in New York and Chicago.

The retailer is known for its fashion-driven offerings, which include apparel, accessories, footwear and jewelry. There is a range of prices for items such as denim dresses, boyfriend jeans, sweaters, blouses and blazers.

Topshop's own private label, Unique, ups the ante and carries price tags between \$100 and \$400.

The retailer has done a slew of designer collaborations with fashion experts such as David Koma and Hussein Chalayan.

DALLAS

Driftwood

642 W. Davis St.

(214) 942-2530

www.driftwood-dallas.com

Dallas may seem like steak country, but there is a hungering for seafood, too.

One of the newest restaurants in town specializing in dishes from the ocean is



Topshop/Topman

Driftwood, a cozy and intimate spot that opened this year in the Oak Cliff area, one of the city's hippest neighborhoods.

This 90-seat restaurant is extremely casual, with light-colored hardwood floors, booths with white banquettes and artwork shaped out of driftwood hung against the backdrop of smoky blue walls.

The forces behind the eatery are Jonn Baudoin, who managed such restaurants as Salve!, Mi Piaci, Nikita, Dallas Fish Market, and, most recently, Ristorante Nicola. He is a native of Lafayette, La., and grew up eating catfish and crawfish. His business partner is Sal Jafar II.

The kitchen is helmed by Omar Flores, who was at Abacus for five years, most recently as sous chef.

The trio has put together a menu that tantalizes on all levels and changes seasonally. Seafood is served in all sorts of variations. For appetizers, there are small plates of clams or oysters, and then there is the always popular rock shrimp ceviche.

On the entrée side of the menu, there is crispy, seared Alaskan halibut cheeks, fennel pollen-crusted sea scallops or pan-roast-



Driftwood

ed Hawaiian big-eye salmon. There is no red meat on the menu, but there is a nod to fowl, with duck and chicken.

"Texas is such a die-hard, slab-of-red-meat-everywhere kind of state," Baudoin said. "So the restaurant is a little odd for Texas, but everyone has welcomed us with open arms."

The restaurateur said someone told him that if he had opened his eatery a few years ago, he might not have made it. But Texas' palette is changing.

Five and Ten

60 Highland Park Village

(214) 252-0510

www.shopfiveandten.com

Five and Ten, the baby sister of the well-known Forty Five Ten luxury clothing store, opened this February in the tony Highland Park Village shopping center.

The boutique is in one of the oldest planned shopping centers in the country and is filled with luxury brands. The Mediterranean Spanish-style complex, constructed



Five and Ten

in 1931, has an Old World charm that keeps the fashionista vibe going with outposts for Ralph Lauren, Chanel, Carolina Herrera, Escada and Christian Dior.

Five and Ten, which is a take on the old "five and dime" stores that populated the area, has fashions for men and women as well as books, stationery, and home accessories such as picture frames and candles.

Like its big sister, which has been written up by *Vogue* and *Marie Claire* magazines for its famous shoppers Laura Bush and Oprah Winfrey, the store has a well-cultivated range of merchandise for only 700 square feet of space.

Hot items include J Brand's new ready-to-wear collection, The Row by the Olsen twins, Boy by Band of Outsiders, Kenzo and Cacharel. The shop also carries Lanvin shoes for men and women.

Store owner and founder Brian Bolke said he had been working on this concept for years. "When this location became available, we jumped on it," he said.

The store is managed by Nikki Knishinsky, the former manager of Intermix stores in Los Angeles and Malibu, Calif. ●

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— Cecile Revah, CEO, BUGATCHI UOMO



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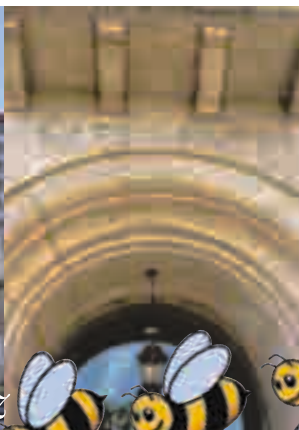
SBA

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New York Office
Tel: (212) 240-1234 • Fax: (212) 228-5555

South Office
Tel: (213) 240-1234 • Fax: (213) 228-5555

Hana Financial



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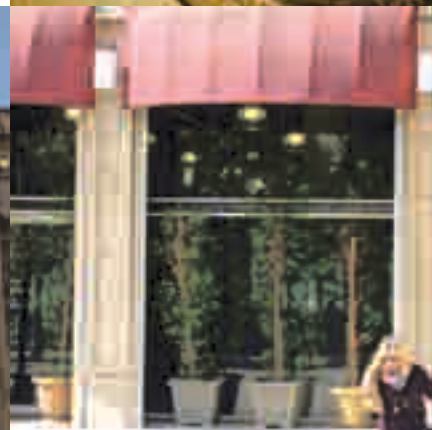
The Primrose Design

833 South Spring Street

theprimrosedesign.com

323-899-0391

marc.sonnenthal@sbcglobal.net



International Trade Show Calendar

Nov. 17
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Nov. 19

Nov. 20
JFW Japan Creation
Tokyo
Through Nov. 21

Nov. 23
Modaprima
Florence
Through Nov. 25

Nov. 27
The 13th China (Yiwu) International Exhibition on Hosiery, Knitting, Dyeing & Finishing Machinery
Zhejiang, Yiwu, China
Through Nov. 30

Eurovet Fast Fashion Tour
Lille, France

Through Nov. 28

Nov. 28
Denim by Première Vision
Paris
Through Nov. 29

Tissu Premier
Lille, France
Through Nov. 29

The Footwear Show
New York
Through Nov. 30

China Sourcing Fair (Fashion Accessories)
Johannesburg
Through Nov. 30

China Sourcing Fair (Garments & Textiles)
Johannesburg
Through Nov. 30

New York Shoe Expo
New York
Through Nov. 30

Nov. 29
Hong Kong International Jewelry Manufacturers' Show
Hong Kong
Through Dec. 2

Nov. 30
Jewelry, Fashion & Accessories Show
Schaumburg, Ill.
Through Dec. 2

"One of a Kind" fashion conference
New York
Through Dec. 1

Dec. 1
GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through Dec. 3

Dec. 2
ITMA Showtime
High Point, N.C.
Through Dec. 5

Grand Strand Gift & Resort Merchandise Show
Myrtle Beach, S.C.
Through Dec. 5



No matter what it is that you're looking for, you'll find it at the **OFFPRICE Show** in Las Vegas. OFFPRICE serves the retail industry as a dynamic order-writing show that connects apparel retail buyers of all sizes with the leading off-price specialists in 20 percent to 70 percent below wholesale clothing, accessories, and footwear. Taking place at the Sands Expo and Convention Center Feb. 17–20, with nearly 500 vendors and over 1,200 booths and attracting more than 11,000 industry professionals, it is the largest off-price show in the country. Many national and regional retailers—such as Conway, Citi Trends, Beall's, and RH Reny, Inc.—actively shop each and every OFFPRICE Show. No matter what kind of the latest fashions you're seeking—men's, women's, children's, accessories, or footwear—you'll find it all at the OFFPRICE Show! For more information, check out the recently redesigned *OffPriceShow.com*.

Dec. 5
China Sourcing Fair (Fashion Accessories)
Shanghai
Through Dec. 7

Urban Fashion Week
Berlin
Through Dec. 7

Dec. 8
Dye+Chem International Expo
Singapore
Through Dec. 10

International Yarn & Fabric Show
Singapore
Through Dec. 10

Dec. 14
Baton Rouge Jewelry & General Merchandise Show
Baton Rouge, La.
Through Dec. 16

Jan. 3
TrendSet
Munich, Germany
Through Jan. 5

Jan. 4
Agenda
Long Beach, Calif.
Through Jan. 5

Exponoivos
Lisbon
Through Jan. 6

Jan. 5
The ASI Show
Orlando, Fla.
Through Jan. 7

Philadelphia Gift Show
Oaks, Penn.
Through Jan. 8

Jan. 6
Accessories The Show
New York
Through Jan. 8

Fame
New York
Through Jan. 8

Accessorie Circuit
New York
Through Jan. 7



The **Agenda** trade show is a forum for the most inspired in the streetwear and action-sports industries to unite. Lines speak for themselves, and buyers are not intimidated by the usual overwhelming trade show experience. From the garage-run lines on the verge of explosion to the well-established elite, Agenda caters to the needs of buyers and brands that exist on a higher level of design and aesthetic. With a strong emphasis in style, art, music, and culture, the Agenda experience is as much a lesson as it is a tool. Make sure to come down to Agenda's Long Beach, Calif., show January 4th & 5th or in New York January 23th & 24th, or for more info go to www.agendashow.com.



MAGIC is where the international community of apparel, accessories, and footwear professionals trades information, previews trends, builds business, and shops fashion unlike anywhere else in the industry. Each February and August, tens of thousands of attendees from over 80 countries meet more than 5,000 emerging-to-established brands to spark the strategic connections that become the relationships of tomorrow. Held at the Las Vegas and Mandalay Bay Convention Centers, the upcoming show dates are Feb. 19–21, with **SOURCING** at **MAGIC** opening on the 18th. Visit www.magiconline.com or call (310) 857-7558 for more info.

Nouveau Collective
New York
Through Jan. 8

Moda Manhattan
New York
Through Jan. 8

Designers and Agents
New York
Through Jan. 8

Intermezzo Collections
New York
Through Jan. 7

Arizona Apparel, Accessories, Shoe & Gift Show
Mesa, Ariz.
Through Jan. 8

Trendz
Palm Beach, Fla.
Through Jan. 8

Michigan Shoe Market
Livonia, Mich.
Through Jan. 7

Jan. 7
Hong Kong International Licensing Show
Hong Kong
Through Jan. 9

Jan. 9
Heimtextil
Frankfurt, Germany
Through Jan. 12

The Atlanta International Gift & Home Furnishings Market
Atlanta
Through Jan. 16

Jan. 10
Surf Expo
Orlando, Fla.
Through Jan. 12

Jan. 11
Exponoivos
Porto, Portugal
Through Jan. 13

Imprint Canada Show
Toronto
Through Jan. 12

Northwest Shoe Travelers Market
Shakopee, Minn.
Through Jan. 13



Sun State Trade Shows, LLC, is a company that organizes and promotes wholesale trade shows in Mesa, Arizona (for January Market), and Phoenix, Arizona, and San Diego, California. We feature clothing lines for missy, junior, and contemporary sizes: petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate to better price range. Upcoming show dates are Jan. 6–8 (Arizona Apparel, Accessories, Shoes & Gift Show at the Mesa Convention Center), April 21–23 (Arizona Apparel, Accessories, Shoes & Gift Show at the Phoenix Convention Center), April 29–30 (San Diego Apparel, Accessories, Shoes & Gift Show at the Town & Country Resort & Convention Center). For more information, visit www.arizonaapparelshow.com or www.sandiegoapparelshow.com or email info@arizonaapparelshow.com or chinds@sandiegoapparelshow.com.



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International Western/English Apparel & Equipment Market
Denver
Through Jan. 15

**Jan. 12
White**
Milan, Italy
Through Jan. 14

**Jan. 13
Children's Club**
New York
Through Jan. 15
NRF's 102nd Annual Convention & Expo
New York
Through Jan. 16

**Jan. 14
Los Angeles Fashion Market**
Los Angeles
Through Jan. 17
Designers and Agents
Los Angeles
Through Jan. 16
Select
Los Angeles
Through Jan. 16
Focus
Los Angeles
Through Jan. 16
Transit
Los Angeles
Through Jan. 16
L.A. Kids' Market
Los Angeles
Through Jan. 17
Texworld USA
New York
Through Jan. 16



Showtime™, a must-see event, is the largest dedicated Home Textiles Show in the United States. Founded in 1990 as a furniture fabric fair, Showtime has grown to cover all the various textile-distribution channels, attracting buyers from around the world. Join us in High Point, N.C., where textile mills, converters, leather tanneries, and trimmings manufacturers gather to introduce their new lines. Each show brings new suppliers... Join us! The 46th edition of Showtime will be held Dec. 2-5, 2012. www.Showtime-Market.com or contact us: info@itmashowtime.com / (336) 885-6842



Fashion Market Northern California is celebrating its sixth year at the San Mateo Event Center with its upcoming Market—opening on Jan. 27 through Jan. 29. The easy-to-shop Fashion Market is the largest open-booth show on the West Coast, with over 200 clothing and accessories exhibitors. Every market we see new exhibitors and buyers. Our exhibitors are from every category: European to contemporary to updated to juniors lines, plus a wide range of classic to trend accessories. Every market offers complimentary continental breakfast, lunch coupons for buyers, and coffee and cookies in the afternoon—another plus! Also, Tuesday offers retailers free early-bird parking before 10 a.m. Happy Anniversary to Fashion Market Northern California. The excitement continues to grow, and the buzz is this is the show to attend! Visit our new website with expanded, easy-to-use show and exhibitor information. (415) 328-1221, info@fashionmarketnorcal.com or www.fashionmarketnorcal.com

Couromoda
Sao Paulo, Brazil
Through Jan. 17

Hong Kong Fashion Week
Hong Kong
Through Jan. 17

The Metropolitan New York Footwear, Apparel & Accessories Market
Secaucus, N.J.
Through Jan. 15
MosShoes
Moscow
Through Jan. 17

**Jan. 15
Première Vision**
New York
Through Jan. 16

Indigo
New York
Through Jan. 16

Kingpins
New York
Through Jan. 16

Printsource
New York
Through Jan. 16

Intermoda
Guadalajara, Mexico
Through Jan. 18

Premium
Berlin
Through Jan. 17

Seek
Berlin
Through Jan. 17



Capital Business Credit LLC is a global integrated financial products and services company offering full-service factoring, accounts receivable management services, inventory lending, asset-based lending, and international trade financing. Call Tri Sciarra at (213) 891-1320, Ext. 5208, to learn more about how CBC can help your business. www.capital-businesscredit.com

Bread and Butter
Berlin
Through Jan. 17

(capsule)
Berlin
Through Jan. 16

Panorama Berlin
Berlin
Through Jan. 17

**Jan. 16
Dallas Total Home & Gift Market**
Dallas
Through Jan. 22
Men's Fashion
Paris
Through Jan. 20

Giftrends Madrid
Madrid
Through Jan. 20

**Jan. 17
Istanbul Leather Fair**
Istanbul
Through Jan. 19

Seattle Gift Show
Seattle
Through Jan. 20

New Orleans Gift & Jewelry Show
New Orleans
Through Jan. 20

The Chicago Market: Living and Giving
Chicago
Through Jan. 22

**Jan. 18
(capsule)**
Paris
Through Jan. 20

Imprinted Sportswear Shows
Long Beach, Calif.
Through Jan. 20

**Jan. 19
Interfilier**
Paris
Through Jan. 21

Premiere Classe
Paris
Through Jan. 22

Designer Forum
New York
Through Jan. 21



As an independent, family-owned factoring company with a large focus on the apparel industry, **Rosenthal & Rosenthal** understands our clients' business and is able to cater to the needs of our clients, including prompt turnaround on requests, flexibility in structure, and a user-friendly state-of-the-art on-line client system. Services include factoring, credit protection, collection, cash application, lending services, and letters of credit. We were established in 1938, and 75 percent of our clients are apparel-related. (818) 914-5900 www.rosenthalinc.com

Orlando Gift Show
Orlando, Fla.
Through Jan. 21

Tranoi
Paris
Through Jan. 21

Salon International de la Lingerie
Paris
Through Jan. 21

**Jan. 20
Kingpins**
Los Angeles
Through Jan. 21

PREMIÈREVISION

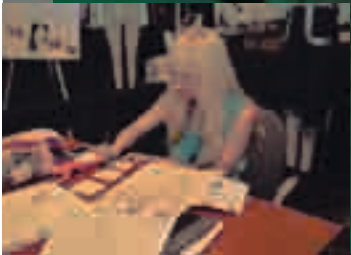
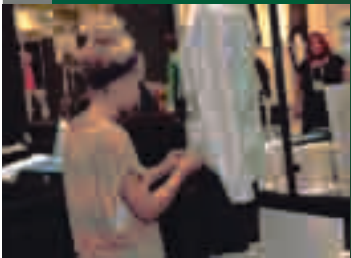
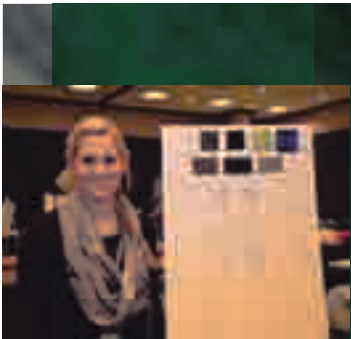
The next edition of **Première Vision**, the World's Premier Fabric Show, will be held Feb. 12-14 (Tuesday through Thursday) at Parc d'Expositions de Paris-Nord Villepinte Hall 5 & 6. Three days to discover the collections of some 700 weavers from all over the world, innovations, trends, and main directions for Spring/Summer 2014. A hub for business and inspiration. **Première Vision Preview** takes place in New York Jan. 15-16 for Spring/Summer 2014. www.premierevision.com

Denver Apparel & Accessory Market
Denver
Through Jan. 22

MRket
New York
Through Jan. 22

Modefabriek
Amsterdam
Through Jan. 21

Show Calendar page 24



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on peaks and mountains.

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All Mountain Demo | January 22, 2013 | Solitude Mountain Resort, Utah

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outdoorretailer.com/projectOR

International Trade Show Calendar

Continued from page 23



CURVExpo is the only show in North America solely dedicated to designer lingerie, men's underwear, and swimwear. CURVExpo will be presenting Fall/Winter 2013 collections of over 250 brands at CURVENV Las Vegas Feb. 18–19, 2013, at the Venetian Hotel/ Sands Expo Hall G. CURVENY New York will follow Feb. 24–26, 2013, at the Javits Center North. For more information, visit www.curvexpo.com or call (212) 993-8585.

Northstar Fashion Exhibitors
St. Paul, Minn.
Through Jan. 22

Travelers Show
Philadelphia
Through Jan. 21

Jan. 21
ENKNYC (Designers' Collective, Blue, TMRW, Clean)
New York
Through Jan. 23



Celtic Bank (Salt Lake City, Utah) offers working capital financing and full-service accounts receivable management nationwide through the SBA's Working Capital CAPLines program and a traditional non-recourse factoring product. Celtic Bank is a nationally ranked provider of SBA loans and is a national preferred SBA 7(a), CAPLines, and Express lender. As an industrial bank, Celtic Bank is unable to accept demand deposit relationships. Celtic Bank is insured by the FDIC and is an Equal Housing, Preferred SBA, and FHA Lender. www.celticbank.com

Project
New York
Through Jan. 23

Haute Couture
Paris
Through Jan. 24

Jan. 22
Colombiatex
Medellin, Colombia
Through Jan. 24

Premiere Vision Brasil
Sao Paulo
Through Jan. 23

India International Garment Fair
New Delhi
Through Jan. 24

(capsule)
New York
Through Jan. 23

Gift & Home Market
Los Angeles
Through Jan. 29

Jan. 23
PGA Merchandise Show
Orlando, Fla.
Through Jan. 26

London Textile Fair
London
Through Jan. 24

JFW International Fashion Fair
Tokyo
Through Jan. 25

Outdoor Retailer
Salt Lake City
Through Jan. 26

Swim Collective
Huntington Beach, Calif.
Through Jan. 24

Agenda
New York
Through Jan. 24

L.A. Mart Gift & Home Market
Los Angeles
Through Jan. 28

Jan. 24
Dallas Apparel & Accessories Market
Dallas
Through Jan. 27

FIG
Dallas
Through Jan. 27

Atlanta Apparel Market
Atlanta
Through Jan. 28

View
Los Angeles
Through Jan. 27



Indigo reveals the best in creative textile and surface designs Feb. 12–14 in Paris, Parc d'Expositions de Paris-Nord Villepinte, Hall 5. Discover a selection of 190 exhibitors, original design concepts for Spring/Summer 2014, and the Indigo influences wall, presenting the seasonal trends. www.indigo-salon.com

Jan. 25
California Gift Show
Los Angeles
Through Jan. 28

Londonedge
London
Through Jan. 27

The Ledge
London
Through Jan. 27

Londonedge Fashion
London
Through Jan. 27

Jan. 26
Stylemax
Chicago
Through Jan. 28

Kidz at Stylemax
Chicago
Through Jan. 28



Proexport Colombia provides you with reliable information about the industry and facilitates your business transactions with Colombian sourcing companies. We can help prepare information tailored to your needs, organize personalized agendas with potential suppliers in Colombia, and walk you through the entire process of connecting you with the country. We invite you to learn more about the Colombian textile and garment companies that showcase new trends. Learn more about trade opportunities featuring competitive advantages and benefit from the Free Trade Agreement: 0% duty on products imported from Colombia. Visit Colombiatex in Medellin Jan. 22–24, 2013. (212) 922-9114 or sreyes@proexport.com.co



ModAmont, the international trade show of trimming and supplies for fashion and design, gathers twice a year in Paris about 290 international exhibitors proposing a collection of buttons, buckles, textile and metallic trims, labels, packaging, components for jewelry, and also more than 22,000 buyers looking for creative and innovative products. ModAmont takes place Feb. 12–14 at Paris-Nord Villepinte, Hall 3. visiteurs@modamont.com or www.modamont.com

International Gift Fair
New York
Through Jan. 30

InNaTex
Frankfurt, Germany
Through Jan. 28

Westcoast Trend Show
Los Angeles
Through Jan. 28

Jan. 27
Fashion Market Northern California
San Mateo, Calif.
Through Jan. 29

Toronto Gift Show
Toronto
Through Jan. 31

Chicago Men's Wear Collective
Chicago
Through Jan. 29

Bubble London
London
Through Jan. 28

Chic
Coventry, U.K.
Through Jan. 30

Travelers Show
Baltimore
Through Jan. 28

Jan. 28
Nor-Cal Apparel & Footwear Show
San Francisco
Through Jan. 31

Dallas Fabric Show
Dallas
Through Jan. 29

Jan. 29
ENKWSA
Las Vegas
Through Jan. 31

The Sourcing Show @ENKWSA
Las Vegas
Through Jan. 31

Mode Accessories
Toronto
Through Jan. 31

Jan. 31
SIA Snow Show
Denver
Through Feb. 3

India International Leather Fair
Chennai
Through Feb. 3

Billings Market Association
Billings, Montana
Through Feb. 3

Copenhagen International Fashion Fair
Copenhagen
Through Feb. 3

Vision
Copenhagen
Through Feb. 2

Feb. 1
Florida Fashion Focus
Palmetto, Fla.
Through Feb. 3

Travelers Show
Pittsburgh
Through Feb. 2

Feb. 2
Premium Order
Dusseldorf, Germany
Through Feb. 5

SIMM
Madrid
Through Feb. 4

Feb. 3
The Deerfield Show
Deerfield, Ill.
Through Feb. 4

Bodyfashion
Mijdrecht, Netherlands
Through Feb. 4

Spring Fair
Birmingham, U.K.
Through Feb. 7

ispo
Munich, Germany
Through Feb. 6

NW Trend Show
Seattle
Through Feb. 5

Metro-Michigan Women's Wear
Livonia, Mich.
Through Feb. 4

Feb. 4
DG Textile Expo
New York
Through Feb. 5

Montreal Fashion Week
Montreal
Through Feb. 7

Feb. 5
The Footwear Show
New York
Through Feb. 7

New York Shoe Expo
New York
Through Feb. 7

International Footwear & Leather Show
Bogota
Through Feb. 8

Dallas Men's Show
Dallas
Through Feb. 7

DGExpo
New York
Through Feb. 6

Feb. 6
International Gift Show
Tokyo
Through Feb. 8

The ASI Show
Dallas
Through Feb. 8

Shirt Avenue
Milan, Italy
Through Feb. 8

Milano Unica
Milan, Italy
Through Feb. 8

Feb. 8
Memphis Gift & Jewelry Show
Memphis
Through Feb. 10

Feb. 9
Midwest Children's Apparel Group
Deerfield, Ill.
Through Feb. 12

Feb. 10
Stitch
London
Through Feb. 11



As the oldest privately held factoring company in the Southwest, **Goodman Factors** provides recourse and nonrecourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$2 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small size and centralized-management philosophy, its clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. (877) 4-GOODMAN or www.goodmanfactors.com



ModAmont

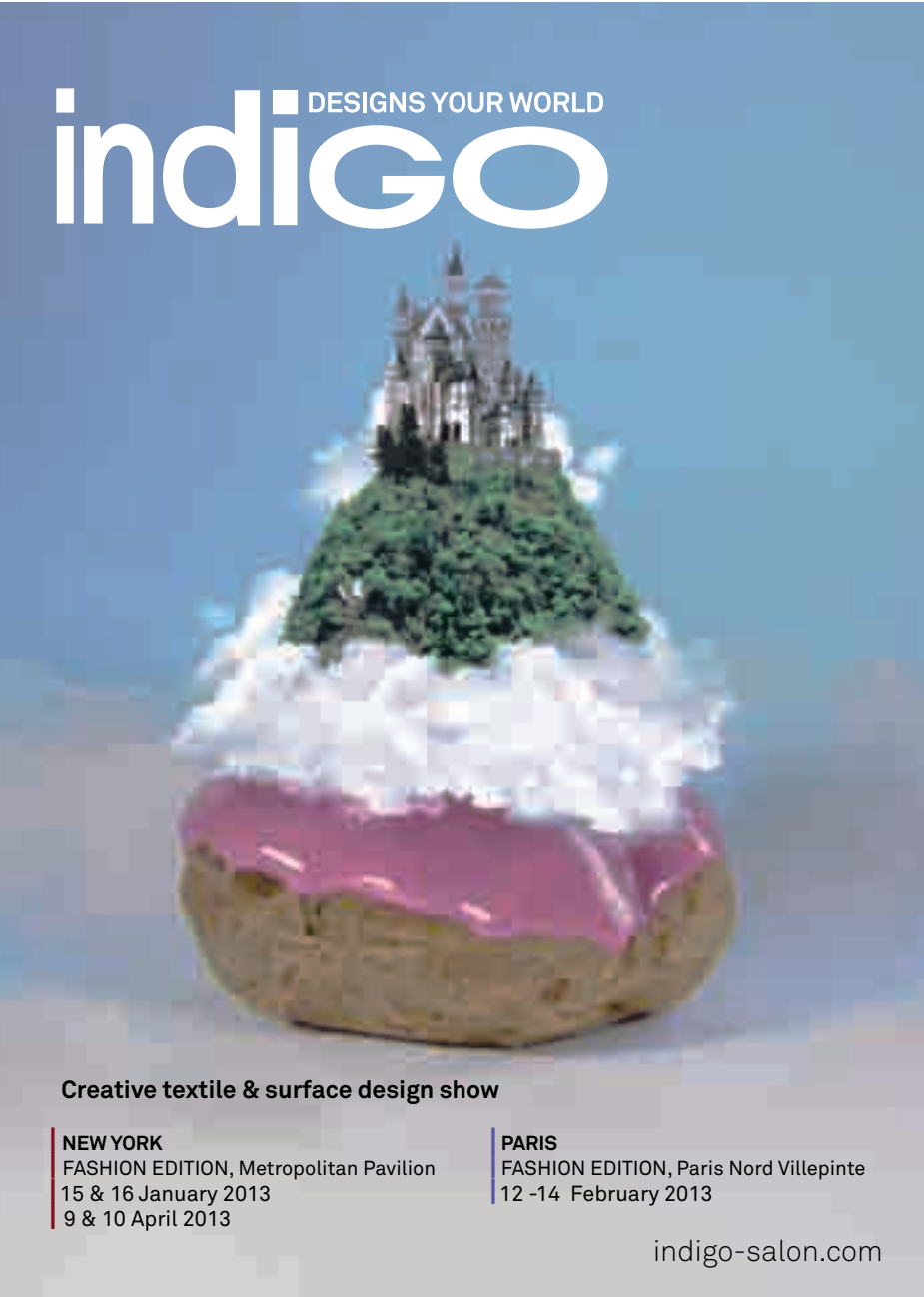
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AND SUPPLIES FOR
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FASHION EDITION, Metropolitan Pavilion
15 & 16 January 2013
9 & 10 April 2013

PARIS
FASHION EDITION, Paris Nord Villepinte
12 -14 February 2013

indigo-salon.com



The fifth-largest and one of the most important fashion events on the international fashion calendar and well-known for discovering some of the world's most prestigious emerging international fashion designers, **Miami Fashion Week** will celebrate its 15th year in March 2013. Widely considered the axis between Europe and the Americas, with South Beach as its glamorous epicenter, Miami Beach is the host of this fabulous event that is set to take place March 20–24, 2013, at the Miami Beach Convention Center. Sobol-Perry Fashion Productions, Inc., the owners of Miami Fashion Week, Miami Bridal Week and The Fashion Collective Pop-Up Boutique Show, is a full-service fashion show and special-event-production company with an international clientele. Contact: Beth Sobol, Tel: (954) 476-5761 or www.miamifashionweek.com or www.sobolperry.com



Come and visit the **Hong Kong Trade Development Council's** Hong Kong Pavilion at Sourcing at MAGIC Feb. 19–21 in Las Vegas. Unique value through quality, creativity, reliability, and sophistication. A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDCC) is the international marketing arm for Hong Kong-based traders, manufacturers, and service providers. Our mission is to create opportunities for Hong Kong companies. With our network of more than 40 offices worldwide and the city's natural business advantages, we provide a range of services to help global trade and promote Hong Kong as a platform for doing business with China and throughout Asia. <http://www.hktdc.org>, los.angeles.office@hktdc.org or (213) 622-3194

Pure London
London
Through Feb. 12
TRU Show
San Francisco
Through Feb. 11

Feb. 12
Première Vision
Paris
Through Feb. 14
Texworld
Paris
Through Feb. 15
ModAmont
Paris
Through Feb. 14
ExpoFil
Paris
Through Feb. 14
ZOOM by Fatex
Paris
Through Feb. 14
Indigo
Paris
Through Feb. 14
Margin
London
Through Feb. 13
rooms26
Tokyo
Through Feb. 14

Feb. 13
IFJAG
Orlando, Fla.
Through Feb. 17

Feb. 14
Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through Feb. 17

Feb. 15
London Fashion Week
London
Through Feb. 19
Ambiente
Frankfurt, Germany
Through Feb. 19

Feb. 16
San Francisco International Gift Fair
San Francisco
Through Feb. 19
Premium Order
Munich, Germany
Through Feb. 18
Wasche Und Mehr
Köln, Germany
Through Feb. 18

Feb. 17
OffPrice
Las Vegas
Through Feb. 20



For nearly 40 years, **Lectra** has delivered innovative technology solutions to more than 23,000 customers around the world, enabling companies to improve their edge and better respond to today's most pressing challenges. Lectra's network of experts, specializing across a range of areas—including research and development, solution implementation, and change management—are dedicated to serving businesses as diverse as fast fashion, luxury, and ready-to-wear. Lectra offers an unrivalled suite of hardware, software, and associated services to optimize the entire value chain, from line planning and scheduling through design, development, and sourcing, all the way to manufacturing to deliver sustainable competitive advantage. (770) 422 8050 or www.lectra.com

MRket
Las Vegas
Through Feb. 19
Accessories The Show
Las Vegas
Through Feb. 19
Stitch
Las Vegas
Through Feb. 19
Alberta Gift Show
Northlands, Edmonton
Through Feb. 20
STYL/KABO
Brno, Czech Republic
Through Feb. 19
Moda
Birmingham, U.K.
Through Feb. 19

Feb. 18
MAGIC
Las Vegas
Through Feb. 21
Sourcing at MAGIC
Las Vegas
Through Feb. 21
CurveNV
Las Vegas
Through Feb. 19
WWIN
Las Vegas
Through Feb. 21
KIDShow
Las Vegas
Through Feb. 20

Feb. 19
ENKVegas
Las Vegas
Through Feb. 21
WWDMAGIC
Las Vegas
Through Feb. 21
Slate
Las Vegas
Through Feb. 21
Street
Las Vegas
Through Feb. 21
Project
Las Vegas
Through Feb. 21
Pooltradeshow
Las Vegas
Through Feb. 21
MAGIC Menswear
Las Vegas
Through Feb. 21
Workroom
Las Vegas
Through Feb. 21
ISAM
Las Vegas
Through Feb. 21
FN Platform
Las Vegas
Through Feb. 21
(capsule)
Las Vegas
Through Feb. 20
Playtime
Tokyo
Through Feb. 21
Boston Collective
Boxborough, Mass.
Through Feb. 26
ABC-Salon
Munich, Germany
Through Feb. 25
Next Season
Poznan, Poland
Through Feb. 21
Tex-Style
Poznan, Poland
Through Feb. 21

Feb. 20
Kingpins
Hong Kong
Through Feb. 21

Feb. 21
Denver Gift, Home, Jewelry & Resort Show
Denver
Through Feb. 26

Feb. 22
Denver Apparel & Accessory Market
Denver
Through Feb. 25
(capsule)
New York



Merchant Factors Corp., conveniently located near the garment center, offers traditional non recourse factoring, credit and collection protection, and letters of credit. Our local management team offers very quick responses to all inquiries and flexibility to meet our clients' needs. Established in 1985 with offices in Los Angeles and New York, we pride ourselves on strong client relations. (213) 347-0101 www.merchantfactors.com

Through Feb. 24

Feb. 23
Designers and Agents
New York
Through Feb. 25
Designers at the Jumeirah Essex House
New York
Through Feb. 25
Atelier Designers
New York
Through Feb. 25
Atlanta Shoe Market
Atlanta
Through Feb. 25
Mi Milano Prêt-à-Porter
Milan, Italy
Through Feb. 25
Toronto Shoe Show
Toronto
Through Feb. 25

Feb. 24
Accessories The Show
New York
Through Feb. 26
Moda Manhattan
New York
Through Feb. 26
Midwest Children's Apparel Group
Livonia, Mich.
Through Feb. 26
Fame
New York
Through Feb. 26
JA New York
New York
Through Feb. 26
Fashion Coterie
New York
Through Feb. 26

Sole Commerce
New York
Through Feb. 26
CurveNY
New York
Through Feb. 26

Feb. 25
Los Angeles International Textile Show
Los Angeles
Through Feb. 27
Great Ideas Summit
Miami Beach, Fla.
Through Feb. 27
eTail West
Palm Desert, Calif.
Through Feb. 28
International Fur & Fashion Fair
Hong Kong
Through Feb. 28

Coeur
New York
Through Feb. 26
London Garments Expo
London
Through Feb. 27
WWSRA
Denver
Through Feb. 27

Feb. 26
Ready to Wear
Paris
Through March 6
China International Gold, Jewellery & Gem Fair
Shenzhen, China
Through March 1
CPM
Moscow
Through March 1



The International Textiles Expo is your source for fabrics, notions, trimmings, patterns, and supplies in the apparel/accessories, home décor, quilting, and gift industries. Serving the needs of independent manufacturer and retail fabric stores, the show is held twice a year in Las Vegas. Our next show will be March 18–20, 2013, at Rio All-Suite Hotel & Casino in Las Vegas. Visit our website for updated information on future shows. (516) 596-3937 or www.textileshows.com

Show Calendar page 26

TEXWORLD USA

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January 14 - 16, 2013
Javits Convention Center
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International Trade Show Calendar

Continued from page 25

Trend Selection

New York
Through Feb. 27

WWSRA

Seattle
Through Feb. 27

Indiana Women's Apparel Club

Indianapolis
Through Feb. 27

Feb. 27

ispo

Beijing
Through March 2

Feb. 28

Midwest Children's Apparel Group

Indianapolis
Through March 1

International Yarn & Fabric Show

Colombo, Sri Lanka
Through March 2

Textech International Expo

Colombo, Sri Lanka
Through March 2

March 1

Designers and Agents

Paris
Through March 4

(capsule)

Paris
Through March 3

March 2

Mido

Milan, Italy
Through March 4

The Profile Show

Toronto
Through March 5

March 3

OffPrice Show

London
Through March 4

New England Apparel Club

Marlboro, Mass.
Through March 6

Mifur

Milan, Italy
Through March 6

SMOTA

Fort Lauderdale, Fla.
Through March 5

Michigan Shoe Market

Livonia, Mich.
Through March 4

Micam Shoevent

Milan, Italy
Through March 6

Mipel

Milan, Italy
Through March 6

March 4

Northwest Fabrics Show

Seattle
Through March 5

Coast Show

Miami
Through March 5

Asia's Fashion Jewellery & Accessories Fair

Hong Kong
Through March 7

March 5

Intertextile

Shanghai
Through March 7

WWSRA

Reno, Nev.
Through March 7

WWSRA

Salt Lake City
Through March 6

March 6

Preview in Daegu

Daegu, South Korea
Through March 8

Osaka International Gift Show

Osaka, Japan
Through March 7



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March 7

Plataforma K

Barranquilla, Colombia
Through March 9

The NBM Show

Arlington, Texas
Through March 9

Trends The Apparel Show

Edmonton, Canada
Through March 11

March 8

Imprinted Sportswear Shows

Atlantic City, N.J.
Through March 10

Northwest Shoe Travelers Market

Shakopee, Minn.
Through March 10

March 9

Playtime

New York
Through March 11

Modacalzado + Iberpiel

Madrid
Through March 11

I.L.M. International Leather Goods Fair

Offenbach, Germany
Through March 11

March 10

Gift & Home Market

Los Angeles
Through March 14

Children's Club

New York
Through March 12

Australian Shoe Fair

Sydney
Through March 12

Bags & Accessories Fair

Sydney

AGENDA

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Dallas Apparel & Accessories Markets are held five times each year at **Dallas Market Center**. As the economy warms up, Dallas continues to welcome thousands of buyers to each market, 70 percent of whom don't shop other apparel marketplaces. Likewise, the Dallas Market Center has recently added additional key rep groups/lines from California to further establish itself as a destination for the leading edge of fashion. For the latest news and upcoming market dates, visit our website. (214) 655-6100 or (214) 744-7444 www.dallasmarketcenter.com

Designers and Agents

Los Angeles
Through March 13

Select

Los Angeles
Through March 13

Focus

Los Angeles
Through March 13

Transit

Los Angeles
Through March 13

L.A. Kids' Market

Los Angeles
Through March 14

Coeur

Los Angeles
Through March 13

March 12

ENK/Mode Shanghai

Shanghai
Through March 14

SpinExpo

Shanghai
Through March 14

NE Apparel & Footwear Materials Show

Danvers, Mass.
Through March 15

Kansas City Apparel & Accessory Market

Kansas City
Through March 13

Premium Fabric

Shanghai
Through March 14

Fimec

Novo Hamburgo, Brazil
Through March 15

March 13

Kingpins

Shanghai
Through March 14



Headquartered in Los Angeles, for more than 26 years **BBCN Bank** has been serving the largest Korean community outside of Korea, as well as a diverse mix of customers in more than 40 full-service branches throughout California, New York, New Jersey, Washington, and Illinois, along with loan production offices in Seattle, Denver, Atlanta, and Dallas. In celebration of its anniversary, BBCN Bank is now offering a promotional CD account to help you achieve your financial goals. For more information, please visit http://www.bbcnbank.com/pdf/1stYRCD_Flyer_Eng.pdf, call (888) 811-6272 or visit www.bbcnbank.com.

AAFA Executive Summit

Washington, D.C.
Through March 15

Global Shoes (GDS)

Dusseldorf, Germany
Through March 15

Interstoff Asia Essential

Hong Kong
Through March 15

March 14

SAPICA

Leon, Mexico
Through March 17

Manila F.A.M.E. International

Manila, Philippines
Through March 17

March 15

Atlanta Spring Gift, Home Furnishings & Holiday Market

Atlanta
Through March 17

International Leather Goods Fair

Kolkata
Through March 17

March 16

Portland Gift & Accessories Show

Portland, Ore.
Through March 18

Fashion Week El Paseo

Palm Desert, Calif.
Through March 25

March 17

L.A. Mart Gift & Home Market

Los Angeles
Through March 19

Boston Gift Show

Boston

Show Calendar page 28



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Through March 13

MJSA Expo

New York

Through March 12

Fashion Exposed

Sydney

Through March 12

Travelers Show

Philadelphia

Through March 12

March 11

Los Angeles Fashion Market

Los Angeles

Through March 14



Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A partner of our firm manages every client relationship. Our 70-year track record in the core factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff. (818) 649-8662, www.milberg-factors.com or dreza@millfac.com

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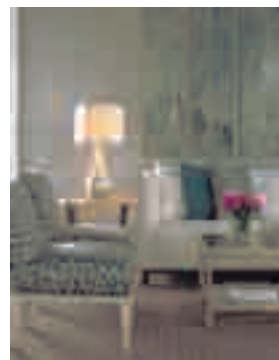
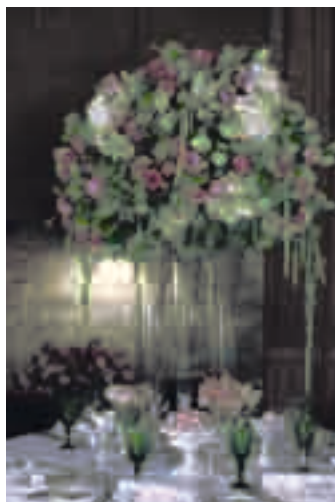
The largest international home textile show held in the U.S. Discover trends and the broadest introduction of textiles, leathers, and trimmings designed to meet diverse buying needs including bedding, drapery, furniture, accessories, RV, tabletop, apparel, retail fabric sales and more...

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International Trade Show Calendar

Continued from page 27

Through March 20

ASD Las Vegas

Las Vegas

Through March 20

KIDShow

Miami

Through March 18

New England Apparel Club

Syracuse, N.Y.

Through March 18

Travelers Show

Baltimore

Through March 18

Syracuse Super Show

Syracuse, N.Y.

Through March 18

Mar. 18

The Source/International Textiles Expo

Las Vegas

Through March 20



Shows Northwest LLC produces regional textile trade shows in Seattle and Washington, D.C., which serve independent fabric retailers, small manufacturers, and independent fashion designers as a regional hub for the textile trade. Since our very first show more than 18 years ago in Seattle, we have grown in size and include the highest-quality exhibitors, featuring a wide range of fabrics and related products from more than 100 manufacturers. We are proud to produce our Seattle show twice a year and our Washington, D.C., show annually. We are dedicated to serving the needs of the cottage trade and small manufacturers as well as our longstanding leadership among the over the counter retailers serving home sewers, crafters, and quilters. We actively seek the best suppliers in the industry to bring them to you. Upcoming dates are March 4-5 in Seattle. <http://nwfabricsshow.com>



Established in 1994, **Hana Financial** is a commercial finance company specializing in traditional factoring, trade finance, and international factoring. Additionally, it provides SBA loans and residential mortgage loans. Hana Financial has successfully transformed itself from a local start-up, primarily serving a niche market of Southern California, to a nationwide firm garnering businesses from all across the nation. It operates in over 28 industries in four countries, with locations in Los Angeles, New York, Seattle, Chicago, and Denver. It's also a member of Factors Chain International. (213) 240-1234 or www.hanafinancial.com

The Metropolitan New York Footwear, Apparel & Accessories Market

Secaucus, N.J.

Through March 19

Intertextile

Guangzhou, China

Through March 21

MosShoes

Moscow

Through March 21

L'Oréal Melbourne Fashion Festival

Melbourne

Through March 24

March 19

NW Apparel & Footwear Materials Show

Portland, Ore.

Through March 20

Charleston Fashion Week

Charleston, S.C.

Through March 23

March 20

Miami International Fashion Week

Miami

Through March 24

March 21

Dallas Apparel & Accessories Market

Dallas

Through March 24

FIG

Dallas

Through March 24

Dallas Total Home & Gift Market

Dallas

Through March 24

Dallas Bridal Market

Dallas

Through March 24

March 22

The ASI Show

Long Beach, Calif.

Through March 24

Lakme Fashion Week

Mumbai, India

Through March 26

March 23

GTS Florida Expo

Orlando, Fla.

Through March 25

March 24

Montreal Gift Show

Montreal

Through March 27



ENK International provides the forum for the fashion world to conduct business. It is the leading trade show organization serving the upscale fashion marketplace, including the men's, women's, accessories, footwear, and children's categories. Founded in 1981, the company conducts 21 events per year, 15 of which are held in New York City, four in Las Vegas, and two in China (Beijing and Shanghai). ENK events are attended by critical fashion retailers, representing both specialty and department stores from around the world. They represent over 10,000 domestic and international exhibiting companies, 250,000 domestic and international buyers and press yearly, close to 3 million square feet of exhibit space, resulting in sales of over \$250 million. www.enkshows.com

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Surf Expo takes place twice a year in Orlando, Fla., and offers more than 4,000 lines in the resort, swim, boutique, surf, skate, and dive markets; and now the new Lifestyle Collective, where art, music and fashion come together to promote a unique vibe. Surf Expo gives buyers the opportunity to compare lines side-by-side and meet face-to-face with decision makers, both with the established lines and the new-to-market brands. Surf Expo's next shows will be held at the Orange County Convention Center, Jan. 10–12. For more information, visit www.surfexpo.com.

March 25
APLF Materials, Manufacturing & Technology

Hong Kong
Through March 27
Travelers Show
Pittsburgh
Through March 26

March 26
Interfilere
Hong Kong
Through March 27

Chic
Beijing
Through March 29
ENKUSA @Chic Beijing
Beijing
Through March 29

March 27
Yarn Expo
Beijing
Through March 29
Intertextile
Beijing
Through March 29

April 1
Motexha
Dubai
Through April 3

April 3
Lineapelle
Bologna
Through April 5

April 6
Stylemax
Chicago
Through April 9

Kidz at Stylemax

Chicago
Through April 9
Midwest Children's Apparel Group
Deerfield, Ill.
Through April 9
GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through April 8

April 7
NW Trend Show

Seattle
Through April 9
National Bridal Market
Chicago
Through April 9

April 8
L.A. Majors Market
Los Angeles
Through April 10

Coast Show
Chicago
Through April 9
Las Vegas International Lingerie Show

Las Vegas
Through April 10
The Chicago Market: Living and Giving
Chicago
Through April 9

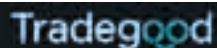
Nor-Cal Apparel & Footwear Show
San Francisco
Through April 11

April 9
Indigo
New York
Through April 10

April 10
Peru Moda
Lima, Peru
Through April 12



Register now for North America's largest apparel fabrics show! **Texworld USA** is a key resource for fabric buyers, R&D, product development, designers, merchandisers, and sourcing executives. By registering for Texworld USA, gain access to the Apparel Sourcing Pavilion, featuring contract manufacturing, private label, and ODM resources. Jan. 14–16, 2013, Jacob K. Javits Convention Center, New York, N.Y. www.texworldusa.com



Tradegood, the new online community, is a dynamic platform designed to not just introduce buyers to an enormous range of suppliers—some 20,000 in more than 100 countries—but also to make solid matches based on multiple points of compatibility. Suppliers are authenticated and verified by an army of more than 1,000 inspectors and auditors, who are on the ground inspecting more than 800 facilities a day, sometimes five or six times in a month. These extraordinary resources are made possible by Tradegood's renowned parent company, Intertek. With 127 years of history and a worldwide network of laboratories, Intertek is a premier testing, inspection, and certification facility for a slew of products, ranging from textiles to toys, petroleum to chemicals. This experienced company saw the need for organizations across industries, including the apparel industry. (212) 803-5303 or www.itradegood.com

Made in France by Fatex

Paris
Through April 11

April 11
Imprinted Sportswear Shows
Orlando, Fla.
Through April 13

Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through April 14

Atlanta Apparel Market
Atlanta
Through April 15

April 12
Denver Apparel & Accessory Market
Denver
Through April 15

April 14
Fashion Market Northern California
San Mateo, Calif.
Through April 16

Show Calendar page 30

SUN STATE TRADE SHOWS PRESENTS

The Arizona Apparel, Accessories, Shoe & Gift Show

At the Mesa Convention Center
January 6, 7, 8, 2013

At the Phoenix Convention Center
April 21, 22, 23, 2013
To Be Announced October 2013
www.arizonaapparelshow.com



The San Diego Apparel, Accessories, Shoe, & Gift Show At Town & Country Resort & Convention Center

April 29 & 30, 2013
www.sandiegoapparelshow.com



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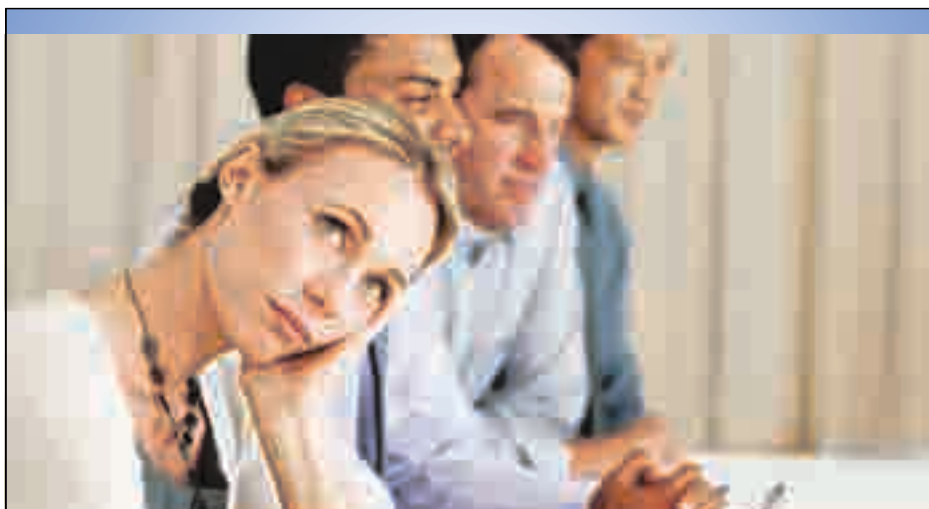
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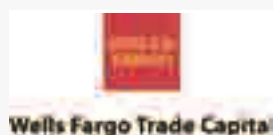
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International Trade Show Calendar

Continued from page 29



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Northstar Fashion Exhibitors
St. Paul, Minn.
Through April 15

April 16
GlobalShop
Chicago
Through April 18

April 19
China Sourcing Fairs (Gifts & Premiums)
Hong Kong
Through April 22
Mid-South Jewelry & Accessories Fair
Memphis
Through April 21

April 21
Arizona Apparel Show
Phoenix
Through April 23
Luggage, Leathergoods, Handbags & Accessories Show
Toronto
Through April 23
Trendz
Palm Beach, Fla.



Finance One, Inc. is a privately held factoring company now celebrating its 15th year. Located in the heart of downtown Los Angeles, they provide factoring, trade financing, and purchase-order financing to small-to medium-sized businesses. As the company's motto, "Win/Win Factoring," displays, Finance One places a top priority on its clients' growth and success. Finance One provides factoring service at the most competitive rates, with exceptional customer service and personalized financial solutions for unique business needs. (213) 430-4888 or www.finone.com

Through April 23

Metro-Michigan Women's Wear
Livonia, Mich.
Through April 22

April 23
JITAC European Textile Fair
Tokyo
Through April 25
Luxe Pack
Shanghai
Through April 24

April 24
Lazr
Los Angeles
Through April 26

April 25
Baselworld
Basel, Switzerland

April 26
Billings Market Association
Billings, Montana
Through April 28

April 27
India Sourcing Fair (Garments and Accessories)
Hong Kong
Through April 30

April 28
Naffem
Montreal
Through April 30



TEXbase provides product integrity management software solutions that improve quality from concept to compliance through an end-to-end, on-demand software platform that unites brands, suppliers, mills and testing labs. TEXbase clients—which include Patagonia, Under Armour and Brooks Brothers—enjoy the benefits of improved cost, speed, and product quality. www.TEXbase.com

April 29
San Diego Apparel, Accessories, Shoe & Gift Show
San Diego
Through April 30

April 30
Pasarela Gaudí Novias
Barcelona
Through May 3

May 2
The NBM Show
Charlotte, N.C.
Through May 4

May 3
Salon Internacional Noviaespaña
Barcelona
Through May 5

May 5
Accessories The Show
New York
Through May 7

Fame
New York
Through May 7
Moda Manhattan
New York
Through May 7



First Capital's Western Region is a specialized commercial finance company positioned to enable entrepreneurs to achieve their goals through working capital lines of credit in the form of factoring agreements and inventory loans. Our team of professionals is committed to understanding your business plan and providing timely and consistent funding decisions. Our size and scope make First Capital the preferred working capital partner—small enough to build deep personal relationships and big enough to deliver the ideal solutions. (213) 412-1540 or www.FirstCapital.com

IFJAG
New York
Through May 8

May 6
Designers and Agents
New York
Through May 8

May 7
Atlanta Spring Immediate Delivery



The **Primrose Design** building in the Los Angeles Fashion District has bloomed into a high-end boutique showroom fashion building. Every floor has been refashioned to meet all creative showroom needs. Each showroom's office and design space is imbued with charm and sophistication, and the building is 90 percent leased. Join Alternative Apparel, Free People, L'Atelier, and other leaders in fashion at Primrose. The first floor has 6,500 square feet available as an event space and/or showroom space. Also, divisible underground parking is available. For more information, visit our website at www.theprimrosedesign.com

Show
Atlanta
Through May 9

May 8
The ASI Show
New York
Through May 9

May 10
ChibiDue
Milan, Italy
Through May 13

All show dates are verified prior to publication but are subject to change. Highlights are provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the International Trade Show Calendar.

SEE THE WEB

ApparelNews.net

Go to ApparelNews.net/calendar for contact information and websites for each trade show.

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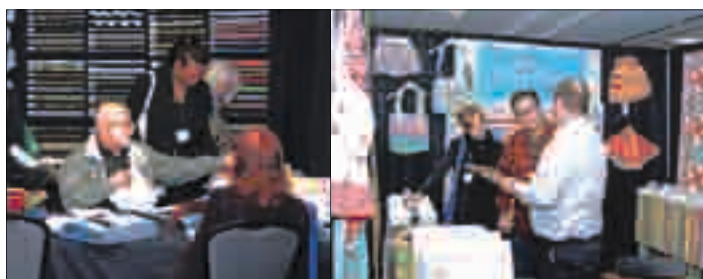
When is the show?

Seattle: March 4 – 5, 2013 & Sept. 9 – 10, 2013
Washington D.C. - May 2013 Exact Date TBA

Who will be exhibiting?

Our exhibitors include Michael Miller, Kona Bay, Robert Kaufman Co., Shannon Fabrics, Stylecrest Fabrics, Northcott Monarch, London Textiles, Fabric Mart, E.E. Schenck, Rimmon Imported Fabrics, and many more...

For more information visit our site
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Plataforma K 2013	Brands/Designers	March	7
Colombiamoda 2013	Fashion/Full package	July	23
Eimi 2013	Children wear	July	16

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