

Trade Shows

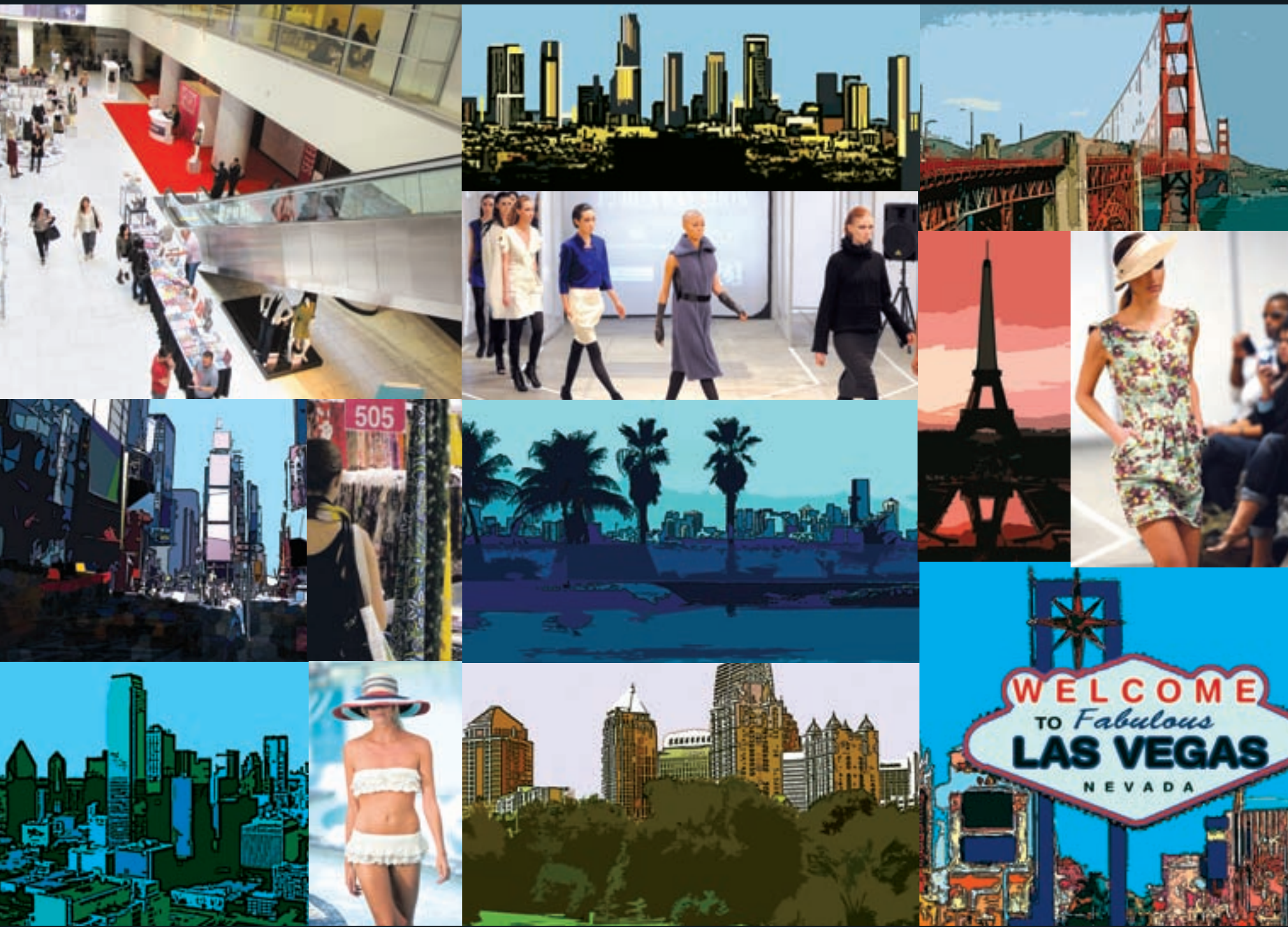
A California Apparel News Special Section

May 2011

2011

What's Next?

Strategies to Draw Crowds to This Year's Trade Shows



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Trade Shows, Retailers Got a Brand-New Bag

Trade shows and retailers increasingly find marketing opportunities and ways to build credibility with bags.

By Andrew Asch Retail Editor

In the sharp-elbowed world of trade-show marketing, part of any customer's experience is in the bag. Or, more accurately, on it.

"At one time, people just put logos on bags. Now they must be works of art," said Ron Raznick, president of New York-based **RTR Bag & Co.**

Whether they're carried by retail shoppers or trade-show attendees, branded shopping bags can be a mini-billboard and a way to prove environmental credibility.

For Ron Lindman of **Packaging Services Corp.**, bags for the fashion business are becoming a bigger part of his company's sales.

Fashion retail makes up more than half of Packaging Services Corp.'s business. In the future, the Madison Heights, Mich.-based company forecasts, fashion bags will make up 80 percent of its business, which includes the manufacturing of bags, boxes, ribbons and tissues. In March, Packaging Services opened its West Coast office in the lobby of the **California Market Center** showroom building in downtown Los Angeles to boost its fashion retail clientele, such as **Fred Segal**, **Kitson** and **Madison**. A well-designed shopping bag carries a certain level of prestige, Lindman said. "It's all about image."

The manufacturing of bags remains a competitive, domestic business, taking on a higher profile at trade shows.

Since the March run of the **Los Angeles Fashion Market**, RTR has exhibited its luxe bags and packaging in a temporary showroom at the **Cooper Design Space**. Until recently, the company showcased its fabric and leather-like bags, made out of a heavy paper, by partnering with the **Project** trade show in Las Vegas, which distributed thousands of Project-branded RTR bags to attendees at the show. At trade shows, bags are a way to build the show's name. Everyone needs a bag to carry catalogs, notebooks, T-shirts and other stuff while walking the show.

A well-designed bag bearing a trade-show logo gives a trade show an edge in the marketing battle, said Jason Bates, co-founder of the **Class** trade show, which is set to run May 12-13 in Hollywood.

Class falls during a lull in the trade-show calendar, so the show limits its branded bags to VIPs attending the show. But when show dates overlap, the bag branding becomes competitive, Bates said.

"In New York and Las Vegas, there is the battle of the bags," he said. "They want to let everybody know that you came to their show."

Another California-based fashion trade show, **Agenda**, takes a different angle. It distributes more than 4,000 reusable bags at its shows in Southern California and New York. Made of **Dupont's** Tyvek fabric by Burbank, Calif.-based **Earthwise Bag Company Inc.**, Agenda's bags have straps on all sides. "You can wear it as a backpack," said Aaron Levant, president of Agenda.



BAG ART: The red, white and blue colors of Ron Robinson bags were intended to look like the break of dawn.

PR on the shop floor

For retailers, shopping bags are one of the best tools for public relations and customer relations. When a celebrity is photographed carrying a boutique's bag, it is a public-relations coup for the retailer, said Karen Meena, vice president of the **Ron Robinson Fred Segal** boutique, with locations in Los Angeles and Santa Monica, Calif.

Changing a bag's graphic and the way it is manufactured can create valuable credibility with customers, according to Ron Robinson, owner and chief executive of Ron Robinson Fred Segal. After the Great Recession hit in the fall of 2008, Robinson changed the logo on his bags to represent a new design, reminiscent of the colors of a dawn break. "We could not look the same going through this downward trend. People were rejecting what was out there. People were rejecting stagnancy," he said. ●

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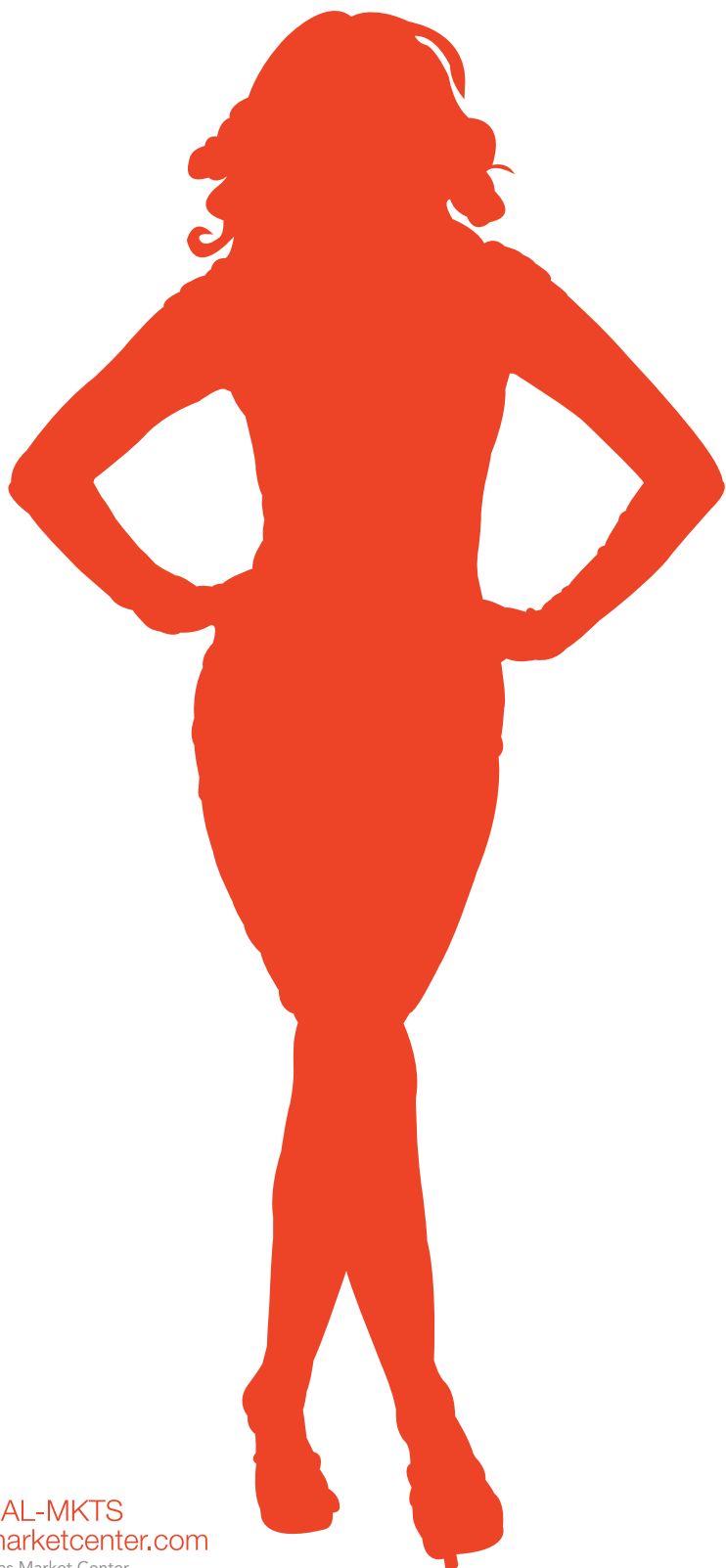
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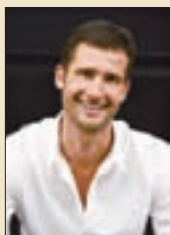
TRADE SHOWS

What's Next?

Trade-show organizers discuss what they're doing to add value to their events.

New venues, new dates, new categories and new partnerships. Trade-show producers are stepping up the amenities and fine-tuning their exhibitor bases to draw more attendees. After three years of economic downturn, trade-show organizers are gearing up for a return to business.

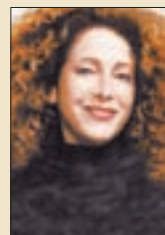
California Apparel News editors Alison A. Nieder and Deborah Belgum caught up with several trade-show executives to find out what they're doing to bring in more exhibitors and attendees.



Andrew Pollard,
President,
Project



Stephanie
Everett,
Group Show
Director—Textile
Shows, Messe
Frankfurt Inc.



Elyse Kroll,
Chairman,
ENK
International



Ed Mandelbaum,
Co-Founder,
Designers and
Agents



Jean-Luc
Teinturier,
President,
CURVExpo

What recent changes have you made to add new exhibitors to your show, and what kinds of new attendees would you like to attract?

Andrew Pollard President Project

This season, Project Las Vegas will expand on a number of initiatives that have elevated the show experience over the past two seasons. The Town Square concept was implemented last show, where wider aisles allowed for a variety of educational, technological, charitable and entertainment initiatives to be activated.

We will be expanding this to cover a larger amount of space and introducing even more compelling experiences to the area. We are introducing a Men's Collections area, which will showcase a growing trend toward more-tailored dressing. This is important, as many retailers are looking for a contemporary alternative to traditional menswear, and with international attention being focused on the U.S. market, we expect this area to be very popular with both new brands and retailers.

We are also introducing a neighborhood focused on the need for more-accessible denim and lifestyle products. The consumer today is not only looking for a great jean at \$200+ but also for more price-sensitive alternatives at under \$150. This area is called Denim Culture and will include denim, knitwear, outerwear, shoes and accessories.

We had a very good reaction from retailers to the elevated women's brands at Project, and this season we are expanding the women's area to include a more complete accessories assortment as well as an area where we will be showcasing brands in a number of live fashion-show presentations. The live fashion-show initiative will also include a consumer-facing, digital component in order to broaden reach exponentially.

Finally, our most directional neighborhood, Workroom, is returning with a number of new brands showcasing innovation and newness. We had a very positive reaction from retailers last season, as this was a place of inspiration and exposure to new and noteworthy brands. This area will once again be anchored by the extremely successful, buzz-

generating Project 10, which will return for its third season with a new group of exciting emerging brands.

Stephanie Everett Group Show Director—Textile Shows Messe Frankfurt Inc.

Co-locations, industry experts, a worldwide sales network and key industry relationships are helping Messe Frankfurt North America grow its textile trade-show portfolio.

First, co-locations: By strategically combining some of our events in the same location/venue at the same time, we are able to offer a larger, more attractive destination for both our exhibitors and attendees. In the recovering economy, exhibitors and attendees are still having to carefully select shows while watching budgets, so, in turn, we are offering a more accessible, sizable event both in New York (Texworld USA, Home Textiles Sourcing Expo and the International Apparel Sourcing Show) and Atlanta (Techtextil North America and Texprocess Americas).

Second, in order to truly involve ourselves in the markets and build our events, we need experts from the industry. For several of our events, we have now contracted industry consultants with decades of experience to supplement our existing teams. These experts help to develop the show for both attendees and exhibitors to ensure the current needs of the marketplace are being met.

Third, Messe Frankfurt prides itself on its worldwide sales network. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international sales partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. This global presence allows us access to the multiple textile marketplaces around the world that are growing and looking to do business with the American market.

Fourth and finally: relationships. Key relationships with industry organizations are essential for growth and credibility. With current partners/supporters such as SPESA, Lenzing, Stylesight and CCPIT, just to name a few, we are able to reach further into specific networks within the textile industry to build upon our existing shows.

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The ENK logo, consisting of the letters 'ENK' in a white, stylized, serif font, set against a solid red rectangular background.

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Preview New
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Ken Haruta,
Organizer,
West Coast Trend
Show



Bill Winsor,
President and
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Britton Jones,
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and MRket

Trade Shows *Continued from page 4*

Elyse Kroll Chairman ENK International

As the pre-eminent show producer in the United States, ENK always attracts the most coveted contemporary collections available in the market. Our brand-finder team travels the world looking for new designers and recently attended Fashion Week Seoul, Korea. There we discovered innovative designers and are looking forward to introducing them to the U.S. market. ENK also just produced the inaugural ENKChina exhibition in Beijing with historic success. ENK continues to embrace the global village and bring designers and retailers together across international borders.

While criss-crossing the globe looking for new designers, we are constantly looking to broaden our retail base. ENK has one of the best retail-relations teams in the industry, and our team goes the extra mile to win the loyalty and interest of stores from all over the United States and abroad. We listen closely to our designers to hear their needs and work diligently to bring their retail accounts to the shows. We have embraced all forms of new media, including Facebook and Twitter, and use these formats regularly to attract the attention of retailers.

Ed Mandelbaum Co-Founder Designers and Agents

D&A is about being select. We've created an environment where like-minded designers know that. It's not just anybody there. It stands for something. Having established that, people want to be with us, to be in that kind of environment. We certainly have a friendly place. We treat people nicely. It's a beautiful floor. We take care of people with good food and drink. It's a friendly, good environment for people to do business. The stores like it, the designers want to be there. This is what we've always done. That's who we are.

Last year, we brought our show to Paris. We've attracted more international exhibitors. We've done that before, but [the Paris show] brings more attention. People find out who we are and what we're about. We've attracted the best stores in the world. We certainly get the best stores in New York and L.A., but a higher percentage of the stores that come [to Paris] are the best stores in the world that carry the best designers in the world. It's really exciting for us to have stores that carry Dries Van Noten, Stella McCartney, Prada and Gucci. Those are the stores that visit us in Europe.

The beautiful thing about D&A is we're not about the masses. We're not about every designer and every retailer. We're about bringing the better contemporary, young designer brands together with the more-forward stores. They find each other here with-

out all the noise of a million and one stores that really don't belong.

The reason people come to us is to write orders, and we have an environment that is conducive to that.

This has been our concept from day one. We go with the ups and downs of the market and the ups and downs of whatever city we're in. And it's working. We finished a very positive show in March [in Los Angeles]. It had good energy. It feels healthy to us right now.

Jean-Luc Teinturier President CURVExpo

Some major changes are planned for the upcoming CurveNY New York (July 31–Aug. 2) and CurveNV Las Vegas (Aug. 22–24) shows.

There is a significant increase in our offering of the best domestic and international swimwear brands. In alignment with the overall Curve strategy of presenting the most selective swimwear trade shows on both coasts in the two major markets, the top players in the industry have joined Curve to obtain the ultimate reach of the swimwear market in New York and Las Vegas.

This extended offering is indeed a natural and obvious move for both markets. First, the swimwear industry needed a "home" in New York during the busy New York market week, when all of the major buyers shop. In Las Vegas, the high-end, designer brands desired a classy venue and show partner with a clear focus on the industry. CurvExpo has now filled both of these outstanding voids.

Adding this important swimwear section to the already-strong lingerie section is also a natural evolution. As 50 percent of lingerie retailers carry swimwear, the move from lingerie to swimwear proves successful, whereas swimwear to lingerie does not. Swimwear is a very sophisticated product that offers fit (just like lingerie) and fashion and, overall, requires elevated customer service. This August, we plan to further attract this new audience of retailers that offer this important crossover, as well as continue to uphold our attendance of the top specialty boutiques, department stores, online retailers, and mail-order and catalog segments.

Audrey Okulick Marketing and PR California Market Center

We are dedicated to creating unique identities for each of our shows and providing several distinctive platforms as options for manufacturers looking to showcase their product in the L.A. marketplace. Our target audience for L.A. Fashion Market continues to be boutiques and department stores with a focus on the 13 most western states. Our targeted growth categories for attendees are Asia and Latin America.

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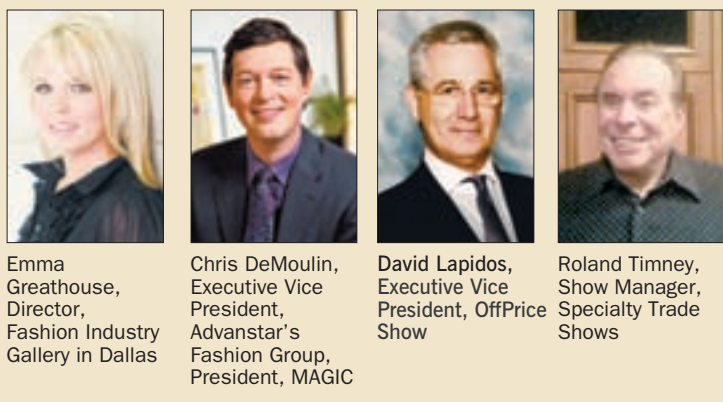
Select Tradeshow, our newest show, attracts up-scale contemporary retailers with its handpicked selection of some of the most trend-oriented contemporary brands in the marketplace. We are currently working on some special projects with bloggers and other partners to help establish the show as a must-see resource for some of the best contemporary trends and brands in the marketplace.

Focus Apparel & Accessories Show, designed to attract emerging brands at an affordable price, will host a new "cash and carry" section for June. This is a natural addition, designed to bring in retailers looking for immediates from some of the country's most talented up-and-coming brands.

Transit LA Shoe Show is curated to present contemporary, young contemporary and trend-driven brands to L.A.'s individualistic, style-conscious boutique customers. Our loyal brands attract these customers year after year, so we work on maintaining lasting relationships with our most in-demand exhibitors.

To recruit new attendees to L.A. Fashion Market, our in-house retail team makes in-store visits and works on telemarketing programs to complement our marketing campaigns, which include direct mail, weekly eblasts, trade ads and other promotions prior to each show. We work closely with exhibitors to identify and do outreach to key buyers they wish to see at each respective show. Our social-media vehicles have been instrumental in creating awareness of our resources and individual shows, attracting new retailers who are responding to the information we promote on the various sites on a daily basis. Free retailer seminars, runway shows and sponsored buyer perks—including free blow-dry and manicure bars, complimentary breakfasts, beverages, luncheons, and cocktail hours—are additional amenities that help contribute to a dynamic show experience for both buyers and exhibitors.

Attendance was up 25 percent at the Los Angeles International Textile Show in March, and we look forward to continuing this momentum by increasing the number of resources available at the Fall/Winter '11/12 edition Oct. 10–12. We received tremendously positive feedback by attendees on our European Showcase, the



Emma Greathouse, Director, Fashion Industry Gallery in Dallas

Chris DeMoulin, Executive Vice President, Advanstar's Fashion Group, President, MAGIC

David Lapidos, Executive Vice President, OffPrice Show

Roland Timney, Show Manager, Specialty Trade Shows

Lenzing Innovation Pavilion and our updated seminar series last show. We plan to expand upon these areas, selecting exhibitors and seminars that will appeal to the increasing contemporary manufacturers and designer audience at our show.

Philippe Pasquet Chief Executive Officer Première Vision Première Vision Preview New York

Première Vision has invested more than ever in the last two years to enhance and reinforce our worldwide network. We have created our subsidiary in New York, called PV Inc. The mission of PV Inc. is promotion, [to increase] visitors and to be in the field to visit customers. We are preparing an enhancement of our team in China. We have 1,000 visitors [from China at] each edition in Paris. In Greater China, we have doubled the small show since 2000. China is a strategic market, and we are reinforcing [our] position there. We do [the same] for Turkey. We have a joint venture in Brazil to organize and promote our shows. We have [produced] Première Brasil for more than one year.

For Paris, the main show, including the six shows called Première Vision Pluriel, next September, we'll have approximately 700 exhibitors. They are in a good mood, and they want to be aggressive with the market. Some 75 percent of our ex-

hibitors are international exhibitors, which means the offering is wide. We consider that any exhibitor coming from Italy or Korea or India or Latin America is an added value to the overall offering. We have a selection procedure and a selection committee and a long application procedure. Nevertheless, we have created a development unit to visit the best weavers all over the world and invite them to apply to Première Vision. If they are lucky and the product is good, the selection committee will select them.

In Paris, we have reduced our show from four to three days because it was a request [from attendees]. Because of the budget, [attendees] spend less time in Paris but they are more efficient with their vendors. They spend a lot of time looking for new [fabrics], so the fashion forums and the displays are the place to be.

Première Vision Preview New York is a small, targeted show, dedicated to one market: North America. We are very [actively preparing] the next edition Fall/Winter 2012/2013 [in July]. We have to improve our offering, which has suffered in the past two years because of the crisis. In July, [we will have a focus on] men's high-end fabrics, wools and worsted fabrics. That is an example of what we do. We have to enhance the offering. We have to serve the visitors [and] give them creative products.

In February, we launched a market survey with key accounts for Première Vision Preview New York. This survey will help us in reformatting some points of the show.

We [learned] that the market is back. Buyers want to buy creative product and fabric because they have suffered very much. Because of the crisis, they had to buy lower[-priced goods], which didn't help them in making a difference in their product. We have learned the show is the best place to look at new suppliers, new vendors and new product and to be immersed in fashion. Première Vision Preview New York is considered the place to receive what I call "the fashion shower" at the beginning of the season. The third point was to check that the dates and the location [of the show] are good. [The survey said attendees like that the show is] early in the season, it's a preview and it's downtown at the Metropolitan Pavilion.

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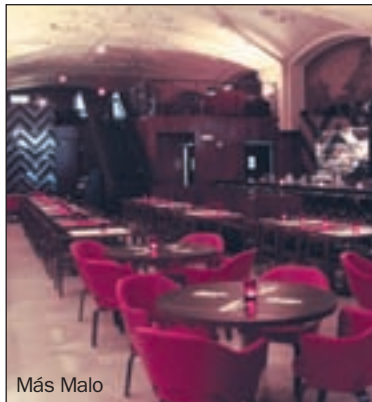
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A perennial favorite amongst Silver Lake hipsters, Malo is known for its beef and pickle tacos (trust us, they're good) and skinny pants-wearing, mustache-wearing,

may-be-famous-or-just-look-like-it clientele. Now, owners Mitchell Frank and Jeff Ellermeyer have opened a new outpost, Más Malo, in downtown Los Angeles. Like any good sequel, Más Malo keeps its star cast—the tasty Eastside takes on Mexican classics—and adds a sexy, new twist. Set in a historic former jewelry store, Más Malo feels like a set for a 1920s noir film. The domed ceilings are elaborately carved, and there are marble floors and leather chairs.

The vault that used to protect jewels is now home to a private tequila-tasting room, and downstairs there is a rad cantina with hanging wicker chairs and comfy couches.

Chef Robert Luna cooked up some new menu items for Más Malo, such as Ensenada bacon-wrapped shrimp, the Boyle Heights picnic (roast chicken in molé poblano with a Mexican potato salad) and the Super Chingon Vegan Burrito, a brunch item that is sure to win over meat eaters.



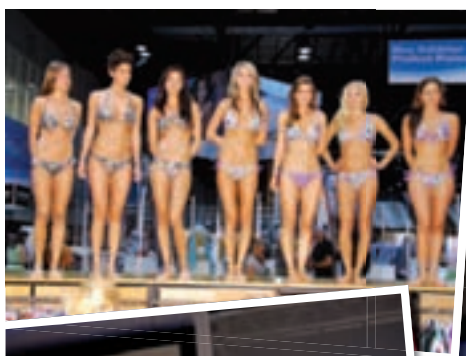
Vivienne Westwood

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www.viviennewestwood.co.uk

There are two things that make the new Vivienne Westwood store on Melrose so momentous: First, it's the iconic punk fashion designer's only stateside store; and, second, it's in Los Angeles. Not New York. Which makes the Los Angeles fashion industry feel like Sally Field winning an Oscar—"You like me, you really like me!"

Turns out, Dame Vivienne does like us. "[Los Angeles has] red-carpet events," Westwood told *Apparel News* during the opening gala. "It's what we do. We have once-in-a-lifetime dresses." And Hollywood loves her back, apparently. The store's opening fête was a who's who of celebrities, including Christina Hendricks, Marilyn Manson, Dita Von Teese and Malin Akerman.

Fashion lovers, too, adore Vivienne and are delighted with her new three-story store with its huge neon pink sign out front and airy interior packed with the designer's take on fashion.



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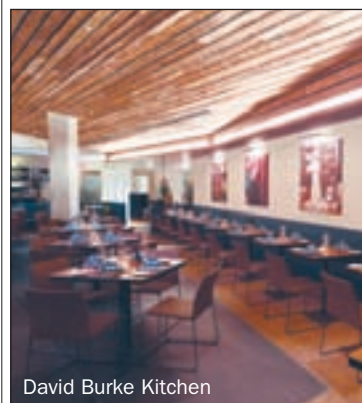
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It was bound to happen. Hipsters have been sporting plaid, beards and manly-man boots alongside citified skinny jeans and schoolboy blazers for seasons, and now, Chef David

➔ Shop & Dine page 12



CALIFORNIA ApparelNews

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apparelnews.net

Burke has created a new restaurant with that same farmer-meets-hipster vibe. David Burke Kitchen, which just opened at The James Hotel in SoHo, is part industrial loft, part rustic barn. Think banquettes upholstered in denim, a reclaimed barn roof and a blackened steel bar top. At the bar, tree trunks act as footrests. See? Hipster farmer.

The bi-level space has been divided into a restaurant and bar downstairs and a Treehouse Bar upstairs—essentially a glass-enclosed bar with a view where they serve handcrafted cocktails and a bar menu that includes sweet and savory pop tarts, crostini accompanied by jars of delicious spreads, and beef jerky.

The menu is Burke's refined



Life:Curated

take on stick-to-your-ribs fare—whole roasted fish, pressed prawns, lamb, veal and pork chops, monkey bread, cheddar waffles, and fried chicken and fennel hay roast

chicken. The kind of stuff you need if you're going to be milking cows or riding your fixie down Mott.

Life:Curated
186 Grand St.
Brooklyn, NY 11211
(347) 689-9143
www.life-curated.com

Some people have the energy to shop all day, sifting through versions of the same thing, to find that one unexpected gem. Others don't. For those in the latter group, there's Life:Curated. Run by Sarah Meyer and Ryan Thomann, Life:Curated sells a carefully culled range of clothes and accessories for women and dudes, as well as housewares and furniture.

The pair, who basically stock the shop with goods for themselves and their friends, have a great eye for cool, quirky items from brands that aren't oversaturated. Shop the store for selections from Mike Gonzalez, Society for Rational Dress, WoodWood, Copy, Collina Strada, Idol Radec, Won Hundred and Ever. If you're looking to outfit your home, you'll find candles, place mats, leather camping chairs, pillows, picture frames and objets d'art.



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(305) 438-0792
www.cafeinamiami.com

Cafeina, a "resto-lounge" that blends the urbane feel of New York with unmistakable Miami flair, is the perfect place to grab a drink and a tasty tapas dinner. Nestled in the Wynwood Art District, Cafeina (which means "caffeine" in Spanish) serves drinks such as the café con leche martini, made with coffee-infused vodka, and cocktails laced with jalapeño. Nibbles range from crab cakes and Kobe-beef sliders to tuna tacos served with pomegranate mayo.

There's an art gallery next door, where you can see rotating exhibitions from a variety of artists. But the real draw is the 5,000-square-foot garden, with hammocks and trees draped in twinkle lights, letting you enjoy a nice evening breeze. But, please, don't act like tourists. This is a locals' spot. Play it cool, order the pomegranate mojito and stay a while.



Zingara

Zingara
Aventura Mall
19501 Biscayne Blvd.
Suite 2001
Aventura, FL 33180
(305) 405-1212

Ladies, you're in Miami. Quick, what swimsuit did you bring? Because not just any suit will do here. Look around. You can't sit around people-watching and sip on a mojito in that simple black number you stashed in your carry-on. Where else can you wear a leopard-print, lingerie-inspired bikini and no one bats an eye? These occasions are rare—we must make the most of them.

Zingara, the 30-year-old swimwear label based in Uruguay,

➔ Shop & Dine page 16

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RICK DARLING
PRESIDENT
LF USA



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Shop & Dine

Continued from page 12

knows how to do Miami right. Its store at the Aventura Mall is full of playful, sexy swimsuits and coverups made from fancy Italian fabrics that are the antithesis of the little black bikini. Think animal prints, Mexican zarape-inspired stripes, bright paisleys, saturated jewel tones and boldly clashing patterns on everything from bikinis to maillots, tankinis, caftans, maxi dresses and tunics. And fear not. If your accessories are, shall we say, lacking in a certain tropical flair, Zingara stocks an array of matching hats, high-heel sandals, handbags, totes, beach towels and more.

LAS VEGAS

China Poblano
The Cosmopolitan of Las Vegas
Level P2
3708 Las Vegas Blvd.
Las Vegas, NV 89109
(702) 698-7900
www.chinapoblano.com

What does street food in China and Mexico have in common? A lot, according to Chef Jose Andres. China Poblano, a casual spot at The Cosmopolitan hotel, is Andres' homage to both cuisines, serving a range of traditional Mexican and Chinese dishes and some new dishes inspired by a combination of the two.



The menu includes dim sum, ten kinds of tacos, "shark fin" soup, pozole rojo, noodle dishes, chilaquiles, queso fundido, twenty-vegetable fried rice and deep-fried wontons. The drinks are equally as inspired

by China and Mexico, with options that include a Mai Tai, a Chinese-style take on the fruity cocktail; Singapore Sling; and Cold Tea, a concoction of green tea, tequila and beer served in a pot. For the traditionalists, there is a range of tequilas, mescals, and Chinese beer and margaritas. A word of warning: Don't let the super-fun menu and, ahem, drinks distract you from dessert. There's the Tres Lychees,

a take on the classic Tres Leches cake; flan; mango sticky rice; and a dish called Chocolate Terra Cotta Warriors, which involves caramelized bananas and sesame seeds.

CRSVR
The Cosmopolitan of Las Vegas
Level P2
3708 Las Vegas Blvd.
Las Vegas, NV 89109
(702) 698-7605

Sneaker freaks, rejoice! Santa Barbara, Calif.-based CRSVR (pronounced "crossover") has debuted a new sneaker boutique at The Cosmopolitan. The store, which specializes in the sort of limited-edition sneakers that turn normally too-cool-for-school dudes into sidewalk-sleeping, wait-in-line-for-days like "Lord of the Rings" nerds, also sells casual streetwear for men and women. But the sneakers are the real stars of this show. CRSVR sells kicks from Nike's Tier Zero label, Supra, Native Footwear and Krew. Duds from The Hundreds, Five Four Clothing, and Still La Brea, Brixton and SLVDR round out CRSVR's offerings.



The 1,800-square-foot store puts the merchandise center-stage, with a minimalist aesthetic and sleek presentation. Concrete floors complement dark lacquer walls and acrylic back-lit wall panels. In-house DJs play for customers.

It's not all cold and cool, though—there's a meet-cute story behind CRSVR. The founders, DJ Vice and Nick Sakai, first met on a flight to Vegas—while they were both wearing the same pair of rare Nike Airs. Awwwww.

DALLAS

The Commissary
1722 Routh St., Suite 102
Dallas, TX 75201
(214) 643-6557
www.thecommissarydallas.com

It's Texas, so you'd better go big or go home. The Commissary, the new eatery from Chef John Tesar is big. And tasty.

The restaurant, which is ensconced in Dallas' Arts District, serves small and large plates as well as grass-fed beef burgers from its Burger Bar. What is a Burger Bar, you ask? It's a magical place that churns out some of the tastiest burgers you can imagine. There are burgers topped with fried duck eggs, burgers made of ground lamb and spiked with tandoori spices, a

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fried chicken burger topped with gravy, and even a black-bean burger for those non-meat eaters.

If an entrée is more your speed, The Commissary has you covered. There's hand-rolled penne pasta with truffle essence, sous vide hanger steak frite and seared diver scallops with sun chokes, ramps and black trumpet mushrooms with chive emulsion.

As if that weren't fancy enough, Tesar has upped the ante with the addition of The Table, a "separate but attached" 12-seat chef's tasting restaurant that offers a six-course, fixed-price meal on Thursday, Friday and Saturday evenings. "It's deconstructed fine dining ... it's communal, fun, unpretentious," Tesar said.

closet, and her mom was the most amazing chef, and she had her own coffee bar with the tastiest coffee, and to top it off, there was a wine bar where you could hang out and you never wanted to go home? Us neither, but now we all can.

In May, the Yellow Building opened in San Francisco's Dogpatch neighborhood and reinvented a 170-year-old horse stable into a house of wonders. Inside its yellow walls there is Chez M.A.C., a second outpost of Modern Appealing Clothing, the iconic specialty retailer that sells Maison Martin Margiela, Jil Sander, Comme Des Garçons, Creative Growth for Everyone and Dries Van Noten; Piccino, a classic Italian restaurant specializing in simple and beautiful dishes; Dig, a



Piccino

lovely little wine bar; and Piccino's Blue Bottle Coffee café.

In a single visit, shoppers can dine on Piccino's seasonal fare, grab a glass (or bottle!) of wine, sip a cup of joe and then boldly march into the 2,200-square-foot Chez M.A.C. and snag some cutting-edge fashions—all without having to scour the streets for park-



Modern Appealing Clothing

ing spots between shops.

Those feeling extra fancy can opt for "proletariat bespoke"—cotton jackets and casual clothes made

from scratch by a tailor at Chez M.A.C. Priced the same as off-the-rack clothes, the tailoring service is part of the store's approach to fashion. "We feel strongly that we honor the hand and the labor behind it," owner Ben Ospital said.

Piccino, which moved from its previous location to the Yellow Building, continues to change its menu frequently as the season's offerings inspire Chef Sher Rogat. Current menu items include pork and beef polpetta with crushed tomatoes and parmesan; roasted fruit bruschetta; and roasted beets, farro, and braised greens served warm and topped with crème fraîche and fresh horseradish. On second thought ... maybe hit Chez M.A.C. before dinner. ●



The Gypsy Wagon

The Gypsy Wagon
2928 N. Henderson Ave.
Dallas, TX 75206
(214) 370-8010
www.the-gypsy-wagon.com

The Gypsy Wagon is what you want Texas to feel like: old-school, classic, a little bit raw. There are scads of amazing cowboy boots for stomping around, pearl-snap button-up shirts, pretty summer dresses, leather belts and accessories with turquoise, Navajo beading and maybe something silver with a longhorn on it. There are even soapstone rocks to put in your whiskey instead of ice and pieces of outsider art to give your home that certain "deep in the heart of Texas" vibe.

The Gypsy Wagon, as its name entails, has a touch of the wanderer to it, too. The store carries bedding made by a family in India and handbags made by a co-op in South Africa, and there's 19th-century antique furniture from Hungary. Many of the items on the shelves are made from recycled or sustainable materials.

SAN FRANCISCO

Piccino
1001 Minnesota St.
San Francisco, CA 94107
(415) 824-4224
www.piccinocafe.com

Modern Appealing Clothing
1003 Minnesota St.
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Swimwear by SoDeMel

Trade Shows *Continued from page 8*

Ken Haruta **Organizer** **West Coast Trend Show**

I need to be careful to make sure that I have the right balance of retailers in proportion to how many exhibitors we have participating. We have had an increase in retailer attendance for the last six shows.

One year ago, we increased the amount of vendors by one-third and added another floor [to the Embassy Suites LAX North]. We did have record attendance, but the show seemed slower. The perception was there was less traffic because now we had three floors for the retailers to walk instead of two floors.

The key to the success of our show is to get more retailers to attend. The way I have worked on getting more retailers has been to offer incentives, such as a subsidized \$80 hotel rate. With the economy tanking and everyone from reps to retailers trying to watch their expenses, we were able to get more retailers to stay at the hotel, which meant more traffic for our show.

This season, I asked every rep who participated in our show to give me a list of five retailers they would like me to invite to the next show. I will now personally call each store to invite them to our show and get them to check out our website at www.westcoasttrendshow.com.

I just gave each sales rep in the show a list of prospects. There are more than 170 stores for them to call for appointments and invite to the next show. Between myself and all of the reps, we will get the word out about the show.

We are now sold out again for our next show. If we have another increase in attendance, I will consider opening another floor. It really creates a demand and buzz when you tell vendors that our show is sold out again.

Bill Winsor **President and Chief Executive Officer** **Dallas Market Center**

This part of the country has weathered the economic challenges extremely well. In fact, while other venues scale back,

we have been able to add new resources to keep pace with the influx of new buyers who have started coming to the Dallas Market Center. Our new buyer attendance has doubled, while loyal buyers continue to visit and to buy.

In March, we launched Salon, a multi-line showroom of gold-range lines in a boutique showroom. We included a mix of lines from Los Angeles, New York City and Canada, including Katherine Kidd, Lundstrom Collection, Tangerine Jill, Zuza Bart and others. With the success of Salon, we plan to open an additional multi-line showroom featuring contemporary lines later this year, which is a great opportunity for West Coast manufacturers. We continue to provide an assortment of contemporary lines at all price points, and our goal for 2011 is to create an environment where even more companies and sales reps will want to do business.

Young Contemporary is also hot. We've expanded it by more than 30 percent compared with 2009 and will be introducing dozens of new exhibitors each show. And the shoe category is a big growth opportunity for us, so we've launched a new shoe show, Strut-Dallas Shoes, which will be held five times a year and showcase a range of lines. All in all, our exhibitors know that we offer a great experience at a lower cost than most other marketplaces.

For retailers, Dallas remains a really good place to do business. So our marketing team has been in overdrive, calling on stores, partnering with reps, and attracting more new buyers from Texas, Louisiana, Kansas, Missouri, Colorado and beyond. We are really optimistic about the next six months of business in this part of the country.

Britton Jones **President and Chief Executive** **Business Journals Inc., organizer of** **AccessoriesTheShow, Moda Las Vegas and MRket**

The jurying process we maintain for AccessoriesTheShow, Moda Las Vegas and MRket has set us apart from all the other Las Vegas trade shows and is the catalyst in bringing new exhibitors and retailers to our shows.

Our shows are highly focused and position the right resources front and center to very influential retailers. Our shows have built a tight community of better exhibitors, and

we have also created a loyal following with high-end retailers.

The buyers from around the world who shop the Business Journals' Fashion Group-produced editions of AccessoriesTheShow, Moda Las Vegas and MRket know their time is going to be productive because the resources they need to see are all under one roof. This is especially important during a time-crunched market week.

Emma Greathouse **Director** **Fashion Industry Gallery in Dallas**

FIG is the hip, boutique wholesale fashion venue showcasing the industry's best in women's contemporary sportswear and accessories—and all within a high-design, hospitality-rich environment located in the Arts District of downtown Dallas.

FIG remains focused on our goal to become a singular destination for women's high-end fashion, attracting the best-of-breed buyers and designers to our venue. We remain committed to exceeding the industry standard for providing the level of service and environment that the fashion industry merits. Given the challenging nature of our recent economic climate, FIG is committed to remaining as nimble and accommodating as necessary, in an effort to exceed the needs of our tenants, exhibitors and buyers.

Our former director, Shelli Mers, recently decided to move back to the Northwest to be closer to her family. As a result, FIG restructured its staff internally as a means to allow us to seamlessly continue to maintain the quality and execution of our trade shows. Former Brook Partners (FIG's parent company) Vice President and Chief Financial Officer Matt Roth was named FIG's chief executive, while I was promoted from sales manager to director. John Sughrue, FIG's prior chief executive and founder, was named chairman.

We feel that maintaining the consistency and experience of our staff is critical for FIG to be able to continue to offer the superior level of quality service and operating expertise that our tenants and customers have come to expect, and we remain committed to further improving and enhancing the FIG experience for all of our customers, clients and guests.



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TRADE SHOWS

We recognize that our attendees prefer not only the convenience of FIG's location but also the unique and urbane environment that FIG offers. It's that location and high-design atmosphere coupled with a service level that is second to none in the industry that will provide the framework for our focus and direction in both the near and long-term future. Additionally, we remain committed to identifying and pursuing new and bold opportunities to continue to grow the FIG brand.

Chris DeMoulin
President
MAGIC International
Executive Vice President
Advanstar's Fashion Group

It always comes down to new, new, new. If you look at our show in the last year, we made a big move into footwear with FN Platform, which is expanding rapidly. We're seeing considerable growth in new brands from Europe. We launched Live at S.L.A.T.E. last year. And we just partnered with [French fashion trade show] Prêt A Porter Paris to bring the Heart of Prêt to WWD/MAGIC [in August for better to bridge retailers looking for French brands].

We've been working a lot more with retail associations, such as the USRA in the footwear industry and the Board Retailers Association in the action-sports market.

You'll see a lot more European brands at Project, MAGIC and FN Platform to bring new brands to the United States and to be able to see the best breadth of retailers. We're working a lot with the U.S. Department of Commerce and the foreign export associations to help people understand why the MAGIC show in Las Vegas is the ideal platform.

Those two things feed on each other. You get great new brands and great new products and launch new areas of the show that get the buyer community interested. You work with the buyer community to understand what their needs are and what they're looking for and communicate that to [the exhibitors]. We really support that 365 days a year with a dedicated retail-relations team that's in constant communication with all the buyers both domestic and international, [learning] what they're looking for and letting them know what the hotel rates are, giving them online programs to help them with their trip planning.

We do matchmaking and we do on-site seminars to help them navigate what they're trying to accomplish.

We've added staff that is Spanish- and Japanese-speaking because we get a lot of stores coming in from Central and South America and Japan. After Canada and Mexico, there are more stores coming to MAGIC from Japan than any other country. So we've added some native speakers to our retail-relations department to really reach out to a broader range of retailers.

Our staff is spending a lot more time in Europe at the shows and with some of the textile industry export organizations over there to really get the story out about the breadth of availability here for both new retailers and new potential exhibitors.

It's being able to tell the story of the growth and the breadth of opportunity at MAGIC, especially in the last year, when we've been growing exponentially. [And it's about giving] the buyers the opportunity to do so much so efficiently over three days.

David Lapidos
Executive Vice President
OffPrice Show

We moved to a new property last year. We're very happy. Exhibitors are happy, the buyers are happy.

But you can't rest on your laurels. Mar-

kets change. We have ascertained that the market is going toward footwear and accessories at a quick pace, whereas apparel is steady.

We've made a strong effort to bring in footwear vendors. We will double the footwear vendors at our August show from the February show. The New York show is sold out, just as the first one sold out. So we're be-bopping and scatting. We'll also have a major presence at the California Market Center in October when they have the Majors Market.

We're hoping to attract the independents and the small department stores who [don't understand] closeouts. We're constantly educating people as to what off price and closeouts are. A lot of people don't understand how a closeout can come to market. Closeouts come to market when a manufacturer has major cancellations too deep into the season to sell at regular price. Closeouts happen when goods come in late from China. Closeouts come when there's an economic pressure on the owner of the merchandise to sell it. A lot of independents who have never dealt with [closeouts] learn what we do and realize they can fight back against the Walmarts and the Targets and anyone else that can buy in such giant quantities and do private label. They don't need to mark down their own merchandise [to compete]. That's part of the education process. We have 500 vendors. Everyone is on an education mission. That's what we're pushing. That is what will keep our entity [viable]: knowledge.

Every customer is an individual. I have vendors that pre-pack two dozen cases, four dozen, three dozen. If some customer comes in and says, "I need 50 cases," fine. If someone says, "I need four dozen of this and two dozen of that," vendors are very happy to sell it. They are getting new customers. Everybody needs new customers. If 70 percent of your business is big customers, does that mean you throw that other 30 percent away? No, you sell it and then you have a good mix and you're not subject to a problem at either end. It's just good business. They need and they want every type of customer. It makes things round. Things that are round roll. If they're not round, they just sit.

Roland Timney
Show Manager
Specialty Trade Shows Inc.,
Organizer of Women's Wear in Nevada

We at the WWIN show are very fortunate. Every show is completely sold out, including WWIN for August 2011. This coming show was sold out in less than 30 days with less than 5 percent attrition from the February 2011 show.

We attribute much of the continual demand for space at WWIN to our existing exhibitors. They are always recommending WWIN to other companies, noting their own success and wanting only for WWIN to get better.

We continually strive to make WWIN easy, comfortable and rewarding for the buyer while, at the same time, working to ensure a successful show for our exhibitors. We at WWIN realize the importance of superb customer service to both the buyer and exhibitor and will implement any changes we deem helpful to ensure the success of both buyers and exhibitors.

It is because of our customer service and the quality as well as the diversification of the product exhibited at WWIN that we attract buyers from every segment of retail. We will continue to work hard attracting new buyers and improving WWIN wherever we can. ●



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International Trade Show Calendar

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Salo Internacional Noviaespana
Barcelona
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www.moda-barcelona.com
(34) 932 093 639
Fit Expo
Poznań, Poland
Through May 15
<http://fitness.mtp.pl/en>
+48 61 869 2000

May 15

Thread
Orange County, Calif.
www.threadshow.com
Surtex
New York
Through May 17
www.surtex.com
(800) 272-SHOW

May 16

Coast Show
Miami
Through May 17
www.coastshows.com
(646) 704-2116

May 17

LeShow
Moscow
Through May 19
www.leshow.ru
+90 212 284 23 00

May 18

Luxe Pack New York
New York
Through May 19
www.luxepackshanghai.com
+88 21 5876 3258
The ASI Show
San Diego
Through May 20
www.asishow.com
800-546-3300

May 21

Modaprima
Milan, Italy
Through May 23
www.pittimagine.com
(212) 246-2977
ChibiDue
Milan, Italy
Through May 24
www.fieramilano.it
+39 02 4997.1
International Jewelry Fair
New Orleans
Through May 24
www.gift2jewelry.com
(630) 241-9865

May 24

Techtextil North America
Atlanta
Through May 26
www.messefrankfurt.com
(770) 984-8016

May 25

Denim by Première Vision
Paris
Through May 26
www.denimbypremierevision.com
+33 (0)4 72 60 65 00

May 26

Chicago Fabric & Trim Show
Chicago
Through May 27
www.aibi.com
(312) 836-1041

May 30

Passport to Fashion
Vancouver
Through June 1
www.passporttofashion.com
(604) 682-5719



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May 31

China Sourcing Fair: Fashion Accessories
China Sourcing Fair: Gifts and Premiums
Dubai
Through June 2
www.chinasourcingfair.com
+971-4-364-4983
June 1
Shoes & Leather Guangzhou
Guangzhou, China
Through June 3
www.shoesleather-guangzhou.com
(852) 2851 8603

June 2

Dallas Apparel & Accessories Market
Dallas
Through June 5
www.dallasmarketcenter.com
(800) DAL-MKTS
FIG
Dallas
Through June 4
www.fashionindustrygallery.com
(214) 748-4FIG
Fukuoka International Gift Show
Fukuoka City, Japan
Through June 4
www.giftshow.co.jp
+81-3-3843-9851
Couture
Las Vegas
Through June 6
www.couturejeweler.com

June 3

Jewelry, Fashion & Accessories Show
Schaumburg, Ill.
Through June 5
www.jfashow.com
(800) 323-5462

June 4

Norton Apparel, Jewelry and Gift Market
Gatlinburg, Tenn.
Through June 6
www.nortonshows.com
(865) 436-6151

June 5

The Deerfield Show
Deerfield, Ill.
Through June 6
www.thedeerfieldshow.com
Women's & Children's Apparel Market
Chicago
Through June 7
www.mmart.com
(800) 677-MART
Denver Apparel & Accessory Market
Denver
Through June 7
www.denvermart.com
(800) 289-6278
Showtime
High Point, N.C.
Through June 8
www.itmashowtime.com
(336) 885-6842

June 6

Nor-Cal Apparel & Footwear Show
San Francisco
Through June 8
www.chelseainterprize.com
(510) 531-6392

June 7

New York Shoe Expo
The Shoe Shows
New York
Through June 9
www.ffany.org
(212) 751-6422

June 8

Kingpins
Hong Kong
Through June 9
www.kingpins.info
TEXMED Tunisia
Tunis, Tunisia
Through June 10
www.texmed-tunisia.com
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Connections
New York
Through June 9
www.lebook.com/connections
+33 (0)1 47 70 03 30

June 9

The NBM Show
Indianapolis
Through June 11
www.nbmsshows.com
(800) 560-9941
Interfilière
Paris
Through June 11
www.interfiliere.com
(212) 957-0932
Atlanta Apparel Market
Atlanta
Through June 12
www.americasmart.com
(800) ATL-MART

June 12

Thread
Los Angeles
Through June 12
www.threadshow.com
Northstar Fashion Exhibitors
The Minneapolis Show
Minneapolis
Through June 13
www.northstarfashion.com
(612) 333-5219
New England Apparel Club
Marlboro, Mass.
Through June 15
www.neacshow.com
(781) 326-9223

June 13

Designers and Agents
Los Angeles
Through June 15
www.designersandagents.com
(212) 302-9575
Select
Los Angeles
Through June 15
www.californiamarketcenter.com
Los Angeles Fashion Market
Los Angeles
Through June 16
California Market Center,
www.californiamarketcenter.com



The International Apparel Sourcing Show returns to NYC at the Jacob K. Javits Center July 19–21. This is New York's apparel sourcing event focused on the production supply chain for contract manufacturing, private label, and ODM—Original Design Manufacturing. Register online now at www.apparelsourcingshow.com/ALA and also gain free access to Texworld USA, the largest apparel fabrics show in North America. The co-location of these two important sourcing events in the heart of Manhattan is not to be missed!

(800) 225-6278;
The New Mart
www.newmart.net
(213) 627-0671
Cooper Design Space
www.cooperdesignspace.com
(213) 627-3754
Gerry Building
www.gerrybuilding.com
(213) 228-1988
www.theladylibertybuilding.com
(310) 276-2282;
The Primrose Design Building
www.theprimrosedesign.com
(323) 899-0391
L.A. Kids Market
Los Angeles
Through June 16
www.californiamarketcenter.com
Star Show
Los Angeles
Through June 14
www.starshowonline.com
(213) 389-6681
NRF Loss Prevention Conference & EXPO 2011
Dallas
Through June 15
www.nrf.com
(800) 673-4692

June 14

Licensing International Expo
Las Vegas
Through June 16
www.licensingexpo.com
(888) 644-2022
Focus
Transit
Los Angeles
Through June 16
www.californiamarketcenter.com
MosShoes
Moscow
Through June 17
www.mosshoes.com
(495) 781-3411
Pitti Imagine Uomo
Pitti W. Woman Precollection
Florence
Through June 17
www.pittimagine.com
(212) 246-2977

June 15

Atlanta Fashion Shoe & Accessory Market
Atlanta
Through June 17
www.atlantashoemarket.com
Tissu Premier
Lille, France
Through June 16
www.tissu-premier.com

June 16

Jewelry Shanghai
Shanghai
Through June 19
www.newwayfairs.com

June 17

Sposaitalia Collezioni
Milan, Italy
Through June 20
www.fieramilano.it
+39 02 4997.1

June 18

Expo Riva Schuh
Riva del Garda, Italy
Through June 21
www.exporivaschuh.it
+39 0464 570153

June 19

Bubble London
London
Through June 20
www.bubblelondon.com
+44 (0)20 7596 5061
NW Trend Show
Bellevue, Wash.
Through June 21
www.nwtrendshow.com
(206) 767-9200
White Homme
Milan
Through June 21
www.whiteshow.it
+390234592785

June 20

CALA
San Francisco
Through June 21
www.calashows.com
(310) 230-3230
Travelers Show
Philadelphia
Through June 21
www.thetravelersshow.com

June 21

Chicago Shoe Expo
Chicago
Through June 22
www.chicagoshoexpo.com
(866) 535-3976
Asia's Fashion Jewellery & Accessories Fair
Hong Kong
Through June 24
www.asiafja.com
(852) 2516 2158

June 22

Dallas Total Home & Gift Market
Dallas
Through June 28
www.dallasmarketcenter.com
(800) DAL-MKTS

June 23

KidsWorld
Dallas
Through June 25
www.dallasmarketcenter.com
(800) DAL-MKTS
Travelers Show
Baltimore
Through June 24
www.thetravelersshow.com



Dallas Apparel & Accessories Markets are held every January, March, June, August and October inside FashionCenter-Dallas®. In addition to the permanent showrooms, you'll also find a blend of temporary exhibitors. FashionCenterDallas is part of the Dallas Market Center marketplace of more than 5 million square feet. Retailers from around the globe shop apparel and accessories for women, men and children, specialty categories of bridal, special occasion, prom, quinceañera and Western, home furnishings, gifts, decorative accessories, and much more. With more than 50 markets each year attended by more than 200,000 retail buyers from all 50 states and 78 countries. Dallas Market Center offers hundreds of events and seminars geared toward helping retailers expand business and increase profits. As a result, more than \$8 billion in estimated wholesale transactions are conducted annually within the Dallas Market Center complex. The upcoming market dates for Dallas Apparel & Accessories Markets are: June 2-5, August 11-14 and October 27-30, 2011. www.dallasmarketcenter.com.



Salon Allure is a luxury, resort, swim, and fabric trade show. The show is a departure from the conventional trade show in every sense, offering a five-star, oceanfront environment for designers to show their merchandise and interact with invite-only attendees. The four-day event will showcase many of the world's leading designers, such as Mara Hoffman, Red Carter, Callula Lilibelle, and 6 Shore. Designers will be featured in luxury show spaces and edgy, private events and platforms. Guests will receive gift bags and exclusive invites to the opening reception and fashion presentation, as well as daily industry happy hours. Show dates are July 16–19 at the W South Beach. www.salonallure-online.com

Pitti Imagine Bimbo

Florence
Through June 25
www.pittimagine.com
(212) 246-2977
Hong Kong Jewellery & Gems Fair
Hong Kong
Through June 26
www.jewellerynetasia.com
Men's Fashion
Paris
Through June 26
www.modeaparis.com
(331) 42 66 64 44

June 25

GTS Florida Expo
Orlando, Fla.
Through June 27
www.gtshows.com
(770) 410-9771
(capsule)
Paris
Through June 27
www.capsuleshow.com
(212) 206-8310

June 26

SMOTA
Fort Lauderdale, Fla.
Through June 28
www.smota.com
(786) 331-9000
Fashion Market Northern California
San Mateo, Calif.
Through June 28
www.fashionmarketnorcal.com
(800) 536-4422

June 27

Travelers Show
Pittsburgh
Through June 29
www.thetravelersshow.com
Francel
Sao Paulo
Through June 30
www.feirafrencal.com.br

June 30

22nd China Watch Fair
Shenzhen, China
Through July 3
<http://www.szwatcfair.com>
(86) 755 - 82949443

July 2

Playtime
Paris
Through July 4
www.playtimeparis.com
+33 1 43 72 75 37

July 4

Haute Couture
Paris
Through July 7
www.modeaparis.com
(331) 42 66 64 44
Hong Kong Fashion Week
Hong Kong
Through July 7
<http://hkffashionweekfw.hktdc.com>
(213) 622-3194

July 5

Prima Moda Tessuto
Florence
Through July 7
www.primamodatessuto.com

July 5

Pitti Imagine Filati
Florence
Through July 7
www.pittimagine.com
(212) 246-2977
Premium
Berlin
Through July 8
www.premiumexhibitions.com

July 6

SEEK
Berlin
Through July 8
www.seekexhibitions.com

Bread and Butter

Berlin
Through July 8
www.breadandbutter.com
+49 (0)30 2000 370

July 7

Capsule
Berlin
Through July 8
www.capsuleshow.com
(212) 206-8310
Intertextile Pavilion
Shenzhen, China
Through July 9
www.interstoff.com
(770) 984-8016

July 9

Interfilière
Mode City
Paris
Through July 11
www.eurovet.fr
(212) 957-0932

July 11

TrendSet
Munich, Germany
Through July 11
<http://en.trendset.de>
China Sourcing Fair: Fashion Accessories
China Sourcing Fair: Gifts & Premiums
Miami Beach, Fla.
Through July 13
www.chinasourcingfair.com
+971-4-364-4983
Francel
São Paulo, Brazil
Through July 14
www.feirafrencal.com.br
(5511) 6226-3100



ENKWSA. Pioneering Global Footwear Exhibitions. July 27, 28, 29, 2011
The Sands Expo and Convention Center. Las Vegas. The Future Is Here.
Register Now:
On-Line: www.enkwsa.com
For More Information:
[Sales@ENKSHOWS.COM/818.379.9400](mailto:Sales@ENKSHOWS.COM)
Buyer@ENKSHOWS.COM/818.379.9400
ENKWSA is the most comprehensive footwear, handbag, and accessories marketplace, offering a 360-degree viewpoint of the footwear industry. The semi-annual event in Las Vegas attracts participants from all over the country and features exhibiting companies showing thousands of brands from comfort to today's trends to premium footwear and accessories. ENKWSA encompasses a wide range of footwear product lines that is easily accessible to brands and retail leaders.

July 12

India International Garment Fair
New Delhi
Through July 13
www.indiaapparelfair.com
0124-2708000

July 13

Première Vision Preview
New York
Through July 14
www.premierevision-newyork.com
(646) 351-1942
Amsterdam International Fashion Week
Amsterdam
Through July 17
www.aifw.nl
+31 (0)20 684 2878
The Atlanta International Gift & Home Furnishings Market
Atlanta
Through July 20
www.americasmart.com
(800) ATL-MART

July 14

Mercedes-Benz Fashion Week Swim
Miami
Through July 18
www.miami.mbfashionweek.com
(646) 871-2400

July 15

The 12th Beijing International Jewellery Fair
Beijing
Through July 18
www.newwayfairs.com

July 16

SwimShow
Miami
Through July 19
www.swimshow.com



Showtime™, established in 1990, is the largest decorative coverings trade show in the Western Hemisphere. Twice a year, textile mills and converters, leather tanneries, and trimmings manufacturers gather in High Point, N.C., to introduce their new lines. Showtime™ was originally designed to serve the furniture industry, but patrons now include all who use textiles, leathers, or trimmings in the manufacturing of their products—handbags, window coverings, bedding, apparel, retailers, costuming, hospitality, marine. Join us in High Point for the 43rd edition of Showtime™ June 5–8. More info is available at www.ITMAshowtime.com or via e-mail at info@itmashowtime.com or by calling (336) 885-6842.

Designer Forum

New York
Through July 19
http://www.ctda.com/ctda_events.htm
Salon Allure
South Beach, Fla.
Through July 19
www.salonallure-online.com
(786) 879-7027

July 17

Blue Clean
Designers, Collective
TMRW
New York
Through July 19
<http://enksnows.com>
(212) 759-8055
Project
New York
Through July 19
<http://project.magiconline.com>
MRket NY
Vanguard
New York
Through July 19
www.mrketshow.com
(212) 686-4412
Modfabriek
Amsterdam
Through July 18
www.modfabriek.nl
+31 (0)20 4421960

July 18

CMC Gift & Home Market
Los Angeles
Through July 24
www.californiamarketcenter.com
Agenda
New York
Through July 19
www.agendashow.com
(capsule)
New York
Through July 19
www.capsuleshow.com
(212) 206-8310
SpinExpo
New York
Through July 20
www.spinexpo.com
+33 1 39 76 96 70

July 19

Kingpins
New York
Through July 21
www.kingpins.info
Texworld USA
New York
Through July 21
www.texworldusa.com
(770) 984-8016
Home Textiles Sourcing Expo
New York
Through July 21
www.hometextilessourcing.com
(678) 732-2401



CURVExpo is the only show in North America solely dedicated to designer lingerie, men's underwear, and swimwear. CURVExpo will be presenting Spring/Summer 2012 collections of over 250 brands at CURVENY New York July 31–Aug. 2 Halls 1D/1E at the Jacob K. Javits Convention Center. CURVENV Las Vegas will follow Aug. 22–24 at The Venetian hotel during Las Vegas Fashion Market Week. For more information, visit www.curvexpo.com.

International Apparel Sourcing Show

New York
Through July 21
www.apparelsourcingshow.com
(770) 984-8016

The ASI Show

Chicago
Through July 21
www.asishow.com
800-546-3300

Intermoda

Guadalajara, Mexico
Through July 22
www.intermoda.com.mx
+52 (33) 31224499

July 20

The London Textile Fair
London
Through July 21
<http://thelondontextilefair.co.uk>
Première Vision Brasil
São Paulo
Through July 22
www.premierebrasil.biz
JFW International Fashion Fair
Tokyo
Through July 22
www.senken-ex.com/iff_en
3-3219-3566

Dye+Chem International Expo

Dhaka, Bangladesh
Through July 23
www.dyechemonline.org
International Yarn & Fabric Show
Dhaka, Bangladesh
Through July 23
www.yarnandfabric.org
Textech International Expo
Dhaka, Bangladesh
Through July 23
www.textechonline.org

July 21

Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through July 24
www.jfashow.com
(800) 323-5462

July 22

California Gift Show
Los Angeles
Through July 25
www.californiagiftshow.com
(213) 362-5640
New York Antique Jewelry & Watch Show
New York
Through July 25
www.newyorkantiquejewelryand-watchshow.com

July 23

Premium Order
Düsseldorf, Germany
Through July 26
www.premiumexhibitions.com

July 24

JA New York
New York
Through July 26
www.ja-newyork.com
(508) 743-8506
ABC-Salon
Munich, Germany
Through July 25
www.abc-salon.de
(49 89) 323 53-185
Philadelphia Gift Show
Oaks, Penn.
Through July 27
www.philadelphiagiftshow.com
(800) 318-2238

July 26

Kingpins
Los Angeles
Through July 27
www.kingpins.info
Colombia Moda
Medellin, Colombia
Through July 28
www.inexmoda.org.co



SPINEXPO is a very focused and unique exhibition featuring the most comprehensive, innovative, and creative international offering of yarns and fibres, knitwear manufacturers, and knitwear-machinery manufacturers. Upcoming show dates are July 18–20 at the Metropolitan Pavilion/Altman Building in New York. The exhibition also takes place twice yearly in Shanghai. www.spinexpo.com

July 27

ENKWSA
Las Vegas
Through July 29
www.enkwsa.com
(818) 379-9400

July 28

London Garments Expo
London
Through July 30

www.londongarmentsexpo.com
0044 (0) 208 888 8921
The Chicago Market: Living and Giving
Chicago
Through Aug. 3
www.shopchicagomarket.com
(800) 677-MART

July 30

Wasche Und Mehr
Koln, Germany
Through Aug. 1
www.waescheundmehr.de
Playtime New York
New York
Through Aug. 1
www.playtimenewyork.com
Westcoast Trend Show
Los Angeles
Through Aug. 2
www.westcoasttrendshow.com
(415) 505-3376

July 31

Accessorie Circuit
Intermezzo Collections
Children's Club
New York
Through Aug. 2
www.enkshows.com
(212) 759-8055

Show Calendar page 22

Spring/Summer 2012 Collections



PHOTOGRAPHY—STEPHANE KOSSMANN

www.curvexpo.com
T: +1 203-698-7470

International Trade Show Calendar

Continued from page 21

DIRECTIONbyindigo

Direction by Indigo reveals the best in creative textile designs for the Fall/Winter '12-'13 season Aug. 2-3 at the Metropolitan Pavilion, New York. Discover a selection of exhibitors, original design concepts and the Indigo influences wall presenting the seasonal trends. www.indigo-salon.com

CurveNY
New York
Through Aug. 2
www.curvexpo.com
(203) 698-7470

Accessories the Show
FAME
Moda Manhattan
New York
Through Aug. 2
www.accessoriestheshow.com
www.fameshows.com
www.modamanhattan.com
(866) 696-6020

ASD Las Vegas
Las Vegas
Through Aug. 3
www.asdonline.com

Aug. 1
Printsource
New York
Through Aug. 3
www.printsourcenewyork.com
(212) 352-1005

Aug. 2
Compass
New York
Through Aug. 3
www.compassshow.com
(212) 206-8310

New York Shoe Expo
New York
Through Aug. 4
www.ffany.org
(212) 751-6422

The Shoe Shows
New York
Through Aug. 4
www.theshoeshows.com
(941) 378-2840

Aug. 2
Direction by Indigo
New York
Through Aug. 3
www.indigo-salon.com
(973) 761-5598

Aug. 3
Agenda
Huntington Beach, Calif.
Through Aug. 4
www.agendashow.com

Swim Collective Trade Show
Newport Beach, Calif.
Through Aug. 4
www.swimcollective.com
(213) 226-6924

Montreal Fashion and Design Festival
Montreal
Through Aug. 6
www.festivalmodedesign.com

OFFPRICE

The OffPrice Shows are the premier trade shows for off-price apparel, accessories, and footwear. The wholesalers and jobbers at its Las Vegas trade shows carry men's, women's, and children's apparel at 20 percent to 70 percent below the original manufacturer's wholesale price. The Off-Price Show is not just about the below-wholesale values on a wide range of merchandise, but the treasure hunt (as they have become known to buyers) is very much about fashion apparel, accessories, and other fashionable items that also happen to have the best price points. The Las Vegas OffPrice Show runs Aug. 19-22 at the Sands Expo & Convention Center. www.offpriceshow.com

Aug. 4
CPH Vision
www.cphvision.dk
+45 3964 8586
Copenhagen
Through Aug. 6

Terminal-2
Copenhagen
Through Aug. 6
www.cphvision.dk
+45 3964 8586

Copenhagen International Fashion Fair
Copenhagen
Through Aug. 7
www.ciff.dk
+45 32 47 21 18

Outdoor Retailer
Salt Lake City
Through Aug. 7
www.outdoorretailer.com

Aug. 6
NW Trend Show
Bellevue, Wash.
Through Aug. 8
www.nwtrendshow.com
(206) 767-9200

MAX Kid Shoeshows
Deerfield, Ill.
Through Aug. 8
www.kidshoeshows.com

STYLEMAX Kidz at Stylemax National Prom Market
Chicago
Through Aug. 8
www.mmart.com
(800) 677-MART

InNaTex
Frankfurt, Germany
Through Aug. 8
www.innatex.de
+49 69 630092-33

GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through Aug. 8
www.gtshows.com
(770) 410-9771

Orlando Gift Show
Orlando, Fla.
Through Aug. 9
www.orlandogiftshow.com
(800) 318-2238

San Francisco International Gift Fair
San Francisco
Through Aug. 9
www.sfigf.com
(800) 272-SHOW

Aug. 7
Margin
London
Through Aug. 8
www.margin.tv
+44 77 1033 0805

Chicago Collective
Level 8
Chicago
Through Aug. 9
www.mmart.com
(800) 677-MART

Trendz Ladies' Apparel & Accessories Show
Palm Beach, Fla.
Through Aug. 9
www.trendzshow.com
(888) 249-1377

JCK Toronto Mode Accessories
Toronto
Through Aug. 9
www.jcktoronto.ca or
www.reedexpo.com

Aug. 8
Designers and Agents
Los Angeles
Through Aug. 10
www.designersandagents.com
(212) 302-9575

Select L.A. Kids Market
Los Angeles
Through Aug. 11
www.californiamarketcenter.com
(800) 225-6278

MAGIC

MAGIC is the pre-eminent trade event in the international fashion industry, hosting global buyers and sellers of men's, women's, and children's apparel; footwear; accessories; and sourcing resources. As an incubator of fashion, MAGIC is where new trends surface and develop into what will be seen on the consumer. The show's goal is to connect and inspire the fashion community and fuse diverse trends, while offering unbeatable service to its customers. Upcoming Las Vegas show dates are Aug. 22-24 at the Mandalay Bay Convention Center and Las Vegas Convention Center for FN Platform, MAGIC Menswear, Pooltradeshow, Premium at MAGIC, Project, S.L.A.T.E. Street, and WWDMAGIC. SOURCING at MAGIC starts on Aug. 21. www.magiconline.com

Los Angeles Fashion Market
Through Aug. 11
Los Angeles
California Market Center
www.californiamarketcenter.com
(800) 225-6278

The New Mart
www.newmart.net
(213) 627-0671

Cooper Design Space
www.cooperdesignspace.com
(213) 627-3754

Gerry Building
www.gerrybuilding.com
(213) 228-1988,
www.theladylibertybuilding.com
(310) 276-2282

The Primrose Design Building
www.theprimrosedesign.com
(323) 899-0391

Aug. 9
Focus
Transit
Los Angeles
Through Aug. 11
www.californiamarketcenter.com
(800) 225-6278

Aug. 11
Dallas Apparel & Accessories Market
Dallas
Through Aug. 14
www.dallasmarketcenter.com
(800) DAL-MKTS

FIG
Dallas
Through Aug. 13
www.fashionindustrygallery.com
(214) 748-4FIG

The NBM Show
Long Beach, Calif.
Through Aug. 13
www.nbmsshows.com
(800) 560-9941

Aug. 13
Atlanta Shoe Market
Atlanta
Through Aug. 15
www.atlantashoemarket.com

Dallas Men's Show
Dallas
Through Aug. 15
www.dallasmarketcenter.com
(800) DAL-MKTS

New Orleans Gift & Jewelry Show
New Orleans
Through Aug. 16
www.gift2jewelry.com
(630) 241-9865

Seattle Gift Show
Seattle
Through Aug. 16
www.urban-expo.com (800) 318-2238

Women's Wear in Nevada
WWIN
KIDShow

Specialty Trade Shows is a small boutique-type company that specializes in trade shows for unique segments of the apparel industry. For 30 years, we have successfully satisfied the needs of buyers and vendors who were really not welcomed or could not properly work, specialty accounts, and special sizes at mass-market events. It has been sold out for six years running. Buyers from around the world come to see over 2,000 vendors selling misses, plus, tall, and petite, plus accessories and more accessories. KIDShow at Caesars Palace Aug. 22-24 and WWIN (WomensWear in Nevada) at the Rio All-Suite Hotel and Casino Aug. 22-25. The Las Vegas International Lingerie Show runs concurrently with the Las Vegas Boutique Show Sept. 19-21 at the Rio Hotel. www.spectrade.com

International Gift Fair
New York
Through Aug. 18
www.nyigf.com
(800) 272-SHOW

Aug. 14
Moda Lingerie & Swimwear, Accessories, Footwear, Menswear and Womenswear
Birmingham, United Kingdom
Through Aug. 16
www.moda-uk.co.uk
+44 (0)1484 846069

Alberta Gift Show
Edmonton, Canada
Through Aug. 17
www.albertagiftshow.com
(888) 823-7469

Aug. 18
Atlanta Apparel Market
Atlanta
Through Aug. 22
www.americasmart.com

SUN STATE TRADE SHOWS PRESENTS
The Arizona Apparel, Accessories, Shoe, & Gift Show
At the Phoenix Convention Center
September 25, 26, 27, 2011
www.arizonaapparelshow.com
The San Diego Apparel, Accessories, Shoe, & Gift Show
At Town & Country Resort & Convention Center
October 3 & 4, 2011
www.sandiegoapparelshow.com
The Palm Springs Apparel, Accessories, Shoe, & Gift Show
At The Palm Springs Convention Center
October 9 & 10, 2011



WE BRING THE LATEST
FASHION TRENDS
TO YOU
CONTACT:
CRAIG & CHRIS HINDS
805.987.9928
chinds@sandiegoapparelshow.com
OR
info@arizonapparelshow.com

DIRECTION by indigo
International Exhibition of Creative Textile Design



NEW YORK
2 & 3 AUGUST 2011
METROPOLITAN PAVILION
indigo-salon.com



The PGA Expo (Aug. 23-24, Venetian Hotel, Las Vegas) provides PGA professionals and retail buyers with an intimate setting to explore the newest casual and performance wear, golf resort, and lifestyle wear from 200+ leading brands. The PGA Expo is trade only and open to all buyers attending Fashion Week. Visit www.pgaexpo.com/capn.

Aug. 19

OffPrice Las Vegas
Through Aug. 22
www.offpriceshow.com
(262) 782-1600

Aug. 20

Midwest Children's Apparel Group: The Children's Show
Deerfield, Ill.
Through Aug. 23
www.midwestchildrensapparel-group.com

Aug. 21

Toronto Shoe Show
Toronto
Through Aug. 22
www.torontoshows.com
(416) 444-0005
New England Apparel Club
Marlboro, Mass.
Through Aug. 24
www.neacshow.com
(781) 326-9223

Accessories The Show
Las Vegas
Through Aug. 23
www.accessoriestheshow.com
(866) 696-6020

Moda Las Vegas
Las Vegas
Through Aug. 23
www.modamanhattan.com (866) 696-6020

MRket LV
Las Vegas
Through Aug. 23
www.mrketshow.com
(212) 686-4412

Sourcing at MAGIC
Las Vegas
Through Aug. 24
www.magiconline.com
(877) 554-4834

Montreal Gift Show
Montreal
Through Aug. 24
www.montrealgiftshow.com
(888) 823-7469

STYL/KABO
Brno, Czech Republic
Through Aug. 23
www.mdna.com
(312) 781-5180

Aug. 22

(capsule)
Las Vegas
Through Aug. 23
www.capsuleshow.com
(212) 206-8310

The MAGIC Marketplace FN Platform

MAGIC Menswear Pooltradeshows
Premium at MAGIC

Project S.L.A.T.E. Street WWD
MAGIC
Las Vegas
Through Aug. 24
www.magiconline.com
(877) 554-4834
CurveNV
Las Vegas
Through Aug. 24
www.curvexpo.com
(203) 698-7470



CIT Commercial Services operates throughout the United States and internationally. The Los Angeles office serves clients in the Western United States and Asia. CIT is the nation's leading provider of factoring, credit protection, and accounts-receivable management services. Companies of all sizes turn to CIT for protection against bad-debt losses, to reduce days, sales outstanding, and to enhance cash flow and liquidity. CIT's breath of services, experienced personnel, industry expertise, proprietary credit files on over 330,000 customers, and comprehensive online systems are all reasons that clients say give CIT a competitive advantage. www.cit.com

ENK Vegas
Las Vegas
Through Aug. 24
www.enkshows.com
(212) 759-8055

ISAM
Las Vegas
Through Aug. 24
www.isamla.com
(818) 986-2152

KIDShow
Las Vegas
Through Aug. 24
www.spectrade.com
(973) 340-0256

WWIN
Las Vegas
Through Aug. 25
www.winshow.com
(702) 436-4081

Aug. 23

Playtime Tokyo
Tokyo
Through Aug. 25
www.playtimetokyo.com
PGA Fall Expo
Las Vegas
Through Aug. 24
www.pgafallexpo.com
(800) 840-5628

Aug. 24

SAPICA
Leon, Mexico
Through Aug. 27
www.sapica.com
52 01 (477) 152 9000

Aug. 25

Denver Gift, Home, Jewelry & Resort Show
Denver
Through Aug. 30
www.denvermart.com
(800) 289-6278

Aug. 26

Denver Apparel & Accessory Market
Denver
Through Aug. 29
www.denvermart.com
(800) 289-6278

Aug. 27

Memphis Gift & Jewelry Show
Memphis
Through Aug. 29
www.gift2jewelry.com
(630) 241-9865



Sun State Trade Shows LLC is a company that organizes and promotes wholesale trade shows in Phoenix, San Diego, and Palm Springs. We feature clothing lines for misses, juniors, 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 Sept. 25–27 (Arizona Apparel, Accessories, Shoes, Gift Show at Phoenix Convention Center), Oct. 3–4 (San Diego Apparel, Accessories, Shoes, Gift Show at Town & Country Resort & Convention Center), and Oct. 9–10 (Palm Springs Apparel, Accessories, Shoes, Gift Show at Palm Springs Convention Center).

Fort Lauderdale Gift Show

Fort Lauderdale, Fla.
Through Aug. 30
www.urban-expo.com
(800) 318-2238

Aug. 28

Michigan Shoe Market
Livonia, Mich.
Through Aug. 29
www.michiganshoeshow.com
The Minneapolis Show
Minneapolis
Through Aug. 29
www.thedeerfieldshow.com or
www.midwestappareltradeshows.com
(612) 817-9722

Northstar Fashion Exhibitors
Minneapolis
Through Aug. 30
www.northstarfashion.com
(612) 333-5219

Australian Shoe Fair Bags & Accessories Fair Fashion Exposed
Melbourne
Through Aug. 30
www.aec.net.au
+613 9654 7773

Fashion Market Northern California
San Mateo, Calif.
Through Aug. 30
www.fashionmarketnorcal.com
(800) 536-4422

Aug. 30

Fair of Shoes, Leather & Leather Goods
Poznań, Poland
Through Sept. 1
<http://shoes.mtp.pl/en>
+48 61 869 2000

Aug. 31

Trend Selection
New York
Through Sept. 1
www.trendselection-newyork.com

Sept. 1

Modacalzado + Iberpiel SIMM International Fashion Fair
Madrid
Through Sept. 3
www.ifema.es
(34) 91 722 30 00

Sept. 4

Fatex
Paris
Through Sept. 6
www.eurovet.fr
+33 (0)1 47 56 32 32

Sept. 6

All China Leather Exhibition, China International Footwear Fair & Moda China International Footwear Fair Moda Shanghai
Shanghai
Through Sept. 8
www.aplf.com
(852) 2827 6211
SpinExpo
Shanghai
Through Sept. 8
www.spinexpo.com
+33 1 39 76 96 70

Sept. 7

GDS Footwear Fashions Global Shoes
Dusseldorf, Germany
Through Sept. 9
www.gds-online.com

Sept. 8

Imprinted Sportswear Show
Atlanta
Through Sept. 10
www.issshows.com
(800) 933-8735
Surf Expo
Orlando, Fla.
Through Sept. 10
www.surfexpo.com
(800) 947-SURF



Surf Expo, which takes place twice a year in Orlando, Fla., offers more than 4,000 lines in the resort, swim, boutique, and surf and skate markets. 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 show will be held at the Orange County Convention Center Sept. 8–10. For more information, visit www.surfexpo.com.

Bijoux

Milan
Through Sept. 11
www.fieramilano.it
+39 02 4997.1
NOLCHA Fashion Week
New York
Through Sept. 11
www.nolchafashionweek.com
Trends The Apparel Show
Edmonton, Canada
Through Sept. 12
www.trendsapparel.com
(780) 455-1881

Sept. 9

Northwest Shoe Travelers Market
Shakopee, Minn.
Through Sept. 11
www.nwshoetravelers.com
(651) 436-2709

Sept. 10

Atlanta Fall Gift & Home Furnishings Market
Atlanta
Through Sept. 12
www.americasmart.com
(800) ATL-MART
Dallas Bridal Show Dallas Total Home & Gift Market
Dallas
Through Sept. 12
www.dallasmarketcenter.com
(800) DAL-MKTS

Show Calendar page 24



Join our other fashion leaders.

alternative

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SETH WELLINGTON

Frank
& Eileen

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Special rate on last available space at the Primrose Building

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 - New air conditioning
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 - Underground parking available
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833 South Spring Street

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theprimrosedesign.com

323-899-0391

marc.sonnenthal@sbcglobal.net

International Trade Show Calendar

Continued from page 23

PREMIÈREVISION

The next edition of **Première Vision**, the World's Premier Fabric Show, will be held Sept. 20–22 at Parc d'Expositions de Paris-Nord Villepinte. Three days to discover the collections of some 700 weavers from all over the world, innovations, trends and main directions for Fall/Winter '12–'13. A hub for business and inspiration.

www.premierevision.com

Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Sept. 12
www.nortonshows.com
(865) 436-6151

Ontario Fashion Exhibitors
Toronto
Through Sept. 13
www.ofeshows.ca
(800) 765-7508

Sept. 11
Boston Collective
Boxborough, Mass.
Through Sept. 13
www.bostoncollective.com
(508) 655-7158

SMOTA
Fort Lauderdale, Fla.
Through Sept. 13
www.smota.com
(786) 331-9000

Sept. 12
CALA
San Francisco
Through Sept. 13
www.calashows.com
(310) 230-3230

The Chicago Market: Living and Giving
Chicago
Through Sept. 14
www.shopchicagomarket.com
(800) 677-MART

Sept. 13
Anteprima
Milan
Through Sept. 14
www.fieramilano.it
+39 02 4997.1

Milano Unica
Milan
Through Sept. 15
www.fieramilano.it
+39 02 4997.1

Rooms
Tokyo
www.roomsroom.com
+81-3-3499-0822

Shirt Avenue
Milan
Through Sept. 15
www.shirt-avenue.com
+39-02-66103838
(+33) (0)1 70 38 70 10

DIRECTION by Indigo
Brussels
Through Sept. 15
www.directionshow.com
(973) 761-5598

Expofil Deco
Brussels
Through Sept. 15
www.expofil.com
(203) 698-7459

Electronic Retailing Annual Conference
Las Vegas
Through Sept. 15
www.d2cshow.org
(800) 987-6462

IFJAG
Warwick, R.I.
Through Sept. 17
www.jewelrytradeshows.com
(401) 295-4564

Sept. 14
Giftrends Madrid
Madrid
Through Sept. 18
www.ifema.es
(34) 91 722 30 0

Shenzhen International Jewelry Fair
Shenzhen, China
Through Sept. 18
www.newwayfairs.com

Sept. 15
Kind + Jugend
Cologne, Germany
Through Sept. 18
www.kindundjugend.com
(773) 326-9920

Passport to Fashion
Vancouver
Through Sept. 24
www.passporttofashion.com
(604) 682-5719

Sept. 16
Billings Market Association
Billings, Montana
Through Sept. 18
www.billingsmarketassoc.com
(406) 652-6132

Fashion Fringe at Covent Garden
London
Through Sept. 22
www.fashionfringe.co.uk;
(646) 871-2400

The Hawaii Market Merchandise Expo
Honolulu
Through Sept. 18
www.douglastradeshows.com
(800) 525-5275

Designers and Agents
New York
Through Sept. 18
www.designersandagents.com
(212) 302-9575

Sept. 17
(capsule)
New York
Through Sept. 19
www.capsuleshow.com
(212) 206-8310

The Train/The Box New York
New York
Through Sept. 19
www.thetrainnewyork.com
(212) 925-6349

GTS Florida Expo
Orlando, Fla.
Through Sept. 19
www.gtshows.com
(770) 410-9771

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 Sept. 25–27 at the Rio All-Suite Hotel & Casino, Amazon Ballroom, in Las Vegas. Visit our website at www.textileshows.com for updated information on future shows.

Sept. 18
The Deerfield Show
Deerfield, Ill.
Through Sept. 19
www.thedeerfieldshow.com

The Wearer's Right
Melbourne, Australia
Through Sept. 20
www.thewr.com.au

Moda Manhattan
Accessories The Show
Fame
New York
Through Sept. 20
www.modamanhattan.com
www.accessoriestheshow.com
www.fameshows.com
(866) 696-6020;

CMC Gift & Home Market
Los Angeles
Through Sept. 20
www.californiamarketcenter.com
(800) 225-6278

L.A. Mart Gift & Home Market
Los Angeles
Through Sept. 20
www.lamart.com/gift
(800) LAMART-4

Coterie
Sole Commerce
New York
Through Sept. 20
http://enkshows.com
(212) 759-8055

Micam Shoevent Milan
Through Sept. 21
www.micamonline.com
+39 02 4997.1

Mipel – The Bagshow
Milan
Through Sept. 21
www.mipel.com/en
+39 02 4997.1

Sept. 19
Las Vegas International Lingerie Show
Las Vegas Boutique Show
Las Vegas
Through Sept. 21
www.spectrade.com
(305) 598-7019

Texworld
Paris
Through Sept. 21
www.messefrankfurt.com
(770) 984-8016

Asia's Fashion Jewellery & Accessories Fair
Hong Kong
Through Sept. 25
www.asiafja.com
(852) 2516 2158

Sept. 20
Indiana Women's Apparel Club
Indianapolis
Through Sept. 21
www.midwestapparelreps.com

Expofil Paris
Through Sept. 22
www.expofil.com
(646) 351-1942

Indigo Paris
Through Sept. 22
www.indigo-salon.com
+33 (0)1 70 38 70 10
(646) 351-1942

Mod'Amont Paris
Through Sept. 22
www.modamont.com
+33 (0)1 41 18 60 55

Première Vision
Paris
Through Sept. 22
www.premierevision.fr
(646) 351-1942

Las Vegas Souvenir & Resort Gift Show
Las Vegas
Through Sept. 23
www.lvsouvenirshow.com
(800) 318-2238

Sept. 21
Kansas City Apparel & Accessory Market
Kansas City
Through Sept. 22
kcaasa@myway.com
(816) 231-6446

International Vision Expo
Las Vegas
Through Sept. 24
www.visionexpowest.com
(800) 811-7151

NW Apparel and Footwear Materials Show
Portland, Ore.
Through Sept. 22
www.americanevents.com
(503) 642-0977

Sept. 22
Natural Products Expo East
Baltimore
Through Sept. 24
www.expoeast.com
(207) 842-5504

Sept. 23
Touch!–neoZone–cloudnine
Milan
Through Sept. 25
www.pittimmagine.com
(212) 246-2977



Wells Fargo Capital Finance has a large and diversified portfolio of more than 2,300 clients with loans outstanding in excess of \$27 billion. We offer traditional asset-based financing, specialized senior secured financing, accounts-receivable financing, purchase-order financing, and supply-chain financing to companies throughout the United States. Our Retail Finance, Trade Capital, and Purchase Order Finance teams have years of experience working with apparel companies. We are part of Wells Fargo & Co., a diversified financial-services company with \$1.2 trillion in assets, and provide banking, insurance, investments, mortgage, and consumer financing through more than 10,000 Wells Fargo and Wachovia stores, 12,000 Wells Fargo and Wachovia ATMs, the Internet, and other distribution channels across North America and internationally. www.wells-fargocapitalfinance.com

Milano Fashion N.O.W. MI Milano Prêt-à-Porter
Milan
Through Sept. 26
www.fieramilano.it
+39 02 4997.1

Sept. 24
I.L.M. International Leather Goods Fair
Offenbach, Germany
Through Sept. 26
www.messe-offenbach.de
+49 69 82 97 55-0

National Bridal Market
Chicago
Through Sept. 27
www.nationalbridalmarket.com
(800) 677-MART

2010

- Opened Asian Production Office (APO) in Chicago, Denver, New York & Seattle
- Secured Mortgage Banking
- Ranked 3rd in SBA loan dollar volume nationwide
- Reached \$1.9 billion in factoring volume, ranking in the top 10 nationwide & 3rd on the West Coast

2008

- Received FFI Status with the Small Business Administration

2007

- Opened Northwest Regional Office in Seattle
- Opened Small Business Administration (SBA) Lending Center

2006

- Reached \$1.2 billion in factored volume
- Secured Private Label Commercial Letter of Credit Service
- Secured revolving financing facility with HSBC

2005

- L.A. Corporate Headquarters moved to new office at 1000 Wilshire Blvd., 20th Floor, Los Angeles, California
- 10th Anniversary of Hana Financial, Inc.
- Relocated East Coast Office to New York, New York

2004

- Launched with latest version of the proprietary e-Factoring system
- Partnership agreement with Korea Export & Import Bank
- Became Factors Chain International (FCI) member

2003

- Opened East Coast Office in Fort Lee, New Jersey
- Summe Kim appointed as the new CEO

1998

- Implemented Hana's proprietary factoring system

1995

- Began formal business operations

1994

- Founded and incorporated by Charles Kim and Summe Kim

• Factoring • Purchase Order & Trade Finance • SBA Lending • Mortgage Banking • Equipment Leasing

Member of Factors Chain International

SBA Preferred Lender

Corporate Headquarters: 1000 Wilshire Boulevard, 20th Floor, Los Angeles, CA 90017
Tel: (213) 240-1234 / (800) 482-4262 • Fax: (213) 228-5555

New York Office: 1400 Broadway, Suite 1102, New York, NY 10018
Tel: (212) 240-1234 • Fax: (212) 869-2449

Seattle Office: 11400 16th Avenue South, Suite 200, Burien, WA 98148
Tel: (253) 568-1234 • Fax: (253) 568-1237

The concept of factoring is simple:

You Give Us Your Invoice.
We Give You the Money.
You Pay Your Bills.

Factoring Made Simple.

No bells, unnecessary, really. No whistles, not needed as well. No tricks. Ditto.

At Goodman Factors, we simply offer smart, dedicated good service from an experienced team of pros. Along with money at competitive rates when you need it—today, for instance.

Goodman Factors

Since 1972

Please call 877-4-GOODMAN
or visit us at goodmanfactors.com. Simple, right?

24 CALIFORNIA APPAREL NEWS / TRADE SHOWS MAY 2011

Sept. 25
The Metropolitan New York Shoe, Apparel & Accessories Market
Edison, N.J.
Through Sept. 26
www.bootshoeny.com
(212) 564-1069
International Textiles Expo
Las Vegas
Through Sept. 27
www.textileshows.com
(516) 596-3937
The Arizona Apparel, Accessories, Shoe and Gift Show
Phoenix
Through Sept. 27
www.arizonaapparelshow.com
(805) 987-9928

Sept. 26
Modama
Guadalajara, Mexico
Through Sept. 28
www.modama.com.mx
(+52 33) 3824.6040
(800) 225-6278
World Retail Congress
Berlin
Through Sept. 29
www.worldretailcongress.com
+44 (0)207 554 5808
MosShoes
Moscow
Through Sept. 29
www.mosshoes.com
(495) 781-3411

Goodman Factors

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. For more information, visit www.goodmanfactors.com.

Sept. 27
Ready-to-Wear
Paris
Through Oct.. 5
www.modeaparis.com
(331) 42 66 64 44
Sept. 28
Cibeles Madrid Fashion Week
Madrid
Through Sept. 29
www.ifema.es;
902 22 15 15
Fashion Access Hong Kong
Through Sept. 30
www.aplf.com
(852) 2827 6211

Sept. 29
Imprinted Sportswear Show
Fort Worth, Texas
Through Oct. 1
www.issshow.com
(800) 933-8735

Oct. 1
(capsule)
Paris
Through Oct. 3
www.capsuleshow.com
(212) 206-8310

Oct. 2
Travelers Show
Philadelphia
Through Oct. 4
www.thetravelersshow.com

Oct. 3
L.A. Majors Market
Los Angeles
Through Oct. 5
www.californiamarketcenter.com
(800) 225-6278
San Diego Apparel, Accessories, Shoe and Gift Show
San Diego
Through Oct. 4
www.sandiegoapparelshow.com
(805) 987-9928

Oct. 8
GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through Oct. 10
www.gtshows.com
(770) 410-9771

Oct. 9
Thread
Orange County, Calif.
www.threadshow.com
MEXA Moscow
Moscow
Through Oct. 11
www.mexa-moscow.com
+49 (0)961 38977-16



Buhler Quality Yarns Corp. provides ringspun yarn with 100 percent Supima, 100 percent Micro Modal, 50/50 Supima Micro Modal, and 50/50 Supima Outlast. Yarn count ranges from 12/1 Ne to 90/1 Ne. New fabrics include Micro Tencel, Royal Spun, and fashion slub yarns in Supima and Supima Micro Modal that are super-soft, comfortable, durable, bright, and extraordinarily strong. Popular counts and blends are inventoried, and there are no minimums for samples. Buhler provides service, quality, innovation, and flexibility. For more information, visit www.buhler yarns.com.

Palm Springs Apparel, Accessories, Shoes, Gift Show
Palm Springs, Calif.
Through Oct. 10
(805) 987-9928

Oct. 10
Los Angeles International Textile Show
Through Oct. 12
www.californiamarketcenter.com
(800) 225-6278
Nor-Cal Apparel & Footwear Show
San Francisco
Through Oct. 12
www.chelseainterprize.com
(510) 531-6392
Travelers Show
Baltimore
Through Oct. 11
www.thetravelersshow.com

Techtextil India
Mumbai, India
Through Oct. 12
www.messefrankfurt.com
(770) 984-8016

Oct. 13
Atlanta Apparel Market
Atlanta
Through Oct. 17
www.americasmart.com

Oct. 15
Wedding Channel Couture Show
New York
Through Oct. 17
www.wccoutureshow.com
New York International Bridal Week
New York
Through Oct. 17
www.newyorkbridal.com
eMERGE
Miami
www.emergetradeshow.com
(305) 929-3320

Oct. 16
The Minneapolis Show
Minneapolis
Through Oct. 17
www.midwestappareltradeshows.com
(612) 817-9722

Travelers Show
Pittsburgh
Through Oct. 17
www.thetravelersshow.com
Northstar Fashion Exhibitors
Minneapolis
Through Oct. 18
www.neacshow.com
(781) 326-9223
Panama City Gift Show
Fort Walton Beach, Fla.
Through Oct. 18
www.urban-expo.com
(800) 318-2238

Boutique by Chic
Coventry U.K.
Through Oct. 18
www.boutique-by-chic.com
New England Apparel Club
Marlboro, Mass.
Through Oct. 19
www.neacshow.com
(781) 326-9223
Manila F.A.M.E. International
Pasay City, Philippines
Through Oct. 20
www.manilafame.com

Oct. 17
Designers and Agents
Los Angeles
Through Oct. 19
www.designersandagents.com
(212) 302-9575
L.A. Kids Market Select
Los Angeles
Through Oct. 20
www.californiamarketcenter.com
(800) 225-6278
Los Angeles Fashion Market
Los Angeles
Through Oct. 20
California Market Center
www.californiamarketcenter.com
(800) 225-6278

The New Mart
www.newmart.net
(213) 627-0671
Cooper Design Space,
www.cooperdesignspace.com,
(213) 627-3754;
Gerry Building,
www.gerrybuilding.com
(213) 228-1988
www.theladylibertybuilding.com
(310) 276-2282;
The Primrose Design Building
www.theprimrosedesign.com
(323) 899-0391

Oct. 18
Lineapelle
Bologna
Through Oct. 20
www.lineapelle-fair.it
+39 02 880 7711 A34
Focus Transit
Los Angeles
Through Oct. 20
www.californiamarketcenter.com
(800) 225-6278
Shanghai Mode Lingerie
Shanghai
Through Oct. 19
www.eurovet.fr
(212) 957-0932
Intertextile Shanghai
Shanghai
Through Oct. 21
www.messefrankfurt.com
(770) 984-8016

Oct. 20
Chicago Fabric & Trim Show
Chicago
Through Oct. 21
www.aibi.com
(312) 836-1041
AYSAT
Istanbul
Through Oct. 23
www.rdf.com.tr
(0.212) 465 64 54
Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through Oct. 23
www.tweshows.com
(800) 323-5462
Premium Incentive Show
Tokyo
Through Oct. 23
www.giftshow.co.jp
+81-3-3843-9851

Oct. 21
Denver Apparel & Accessory Market
Denver
Through Oct. 24
www.denvermart.com
(800) 289-6278



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. For more information, visit www.hanafinancial.com.

Oct. 22
STYLEMAX
Kidz at Stylemax
Chicago
Through Oct. 25
www.mmart.com
(800) 677-MART
Midwest Children's Apparel Group: The Children's Show
Deerfield, Ill.
Through Oct. 25
www.midwestchildrensapparel-group.com
Fashion Market Northern California
San Mateo, Calif.
Through Oct. 25
www.fashionmarketnorcal.com
(800) 536-4422

Oct. 23
Thread
Seattle
www.threadshow.com
Galveston Gift & Resort Merchandise Show
Galveston, Texas
Through Oct. 25
www.urban-expo.com
(800) 318-2238

Show Calendar page 26





FIRST
CAPITAL

First Capital Western Region, LLC



WORKING CAPITAL SOLUTIONS TO HELP YOU REACH YOUR GOALS

The right lender makes all the difference. If you’ve outgrown your current lender, are looking to stage a turnaround, or need greater flexibility, you need a working capital solution from First Capital. A team of dedicated professionals will understand your business goals and have the expertise to help you achieve them.

Factoring & Asset-Based Lending – We Deliver What Your Business Needs

- Certainty of Funding
- Speed
- Flexible Loan Structures

Our Expertise. Your Success.

Our deep industry and credit expertise allows us to create flexible working capital solutions to help your business succeed despite a myriad of challenges. With First Capital, you can rely on the certainty of our financial resources, timely funding to capitalize on critical opportunities, and our ability to craft innovative financing solutions.

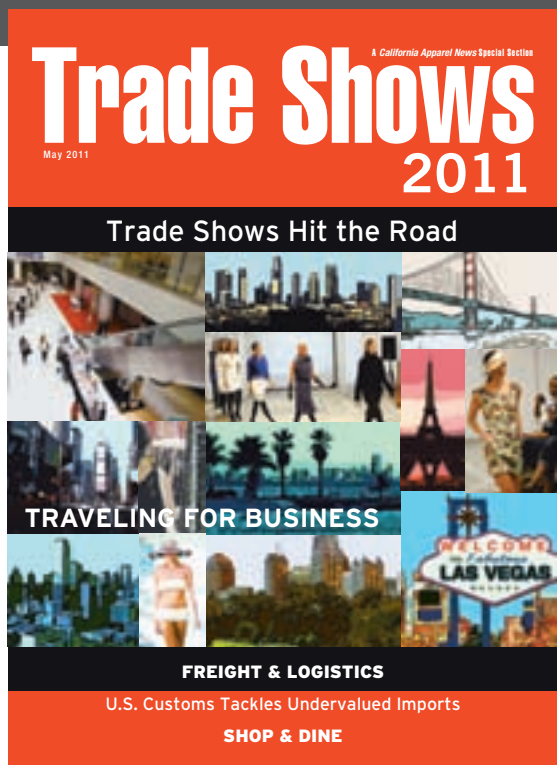
Typical Client Profile:

- Small to medium-market business-to-business companies in manufacturing, wholesale, distribution, and business services generating commercial receivables
- Typical loans range from \$3-\$15 million
- Primarily A/R and Inventory collateral
- Event-driven need for timely funding and premium service

To learn more or to make an appointment to meet us, please contact:

Ron Garber: 213-412-1553
Jason Carmona: 213-412-1567

We'll be back...



in November

Trade Shows Special Section

Make a date with *California Apparel News'* Trade Show Supplement, including complete news, reviews, and updates on domestic and international shows.

There's no better way to reach potential exhibitors and attendees than through this Special Pull-out Section, with bonus distribution at an impressive list of trade shows.

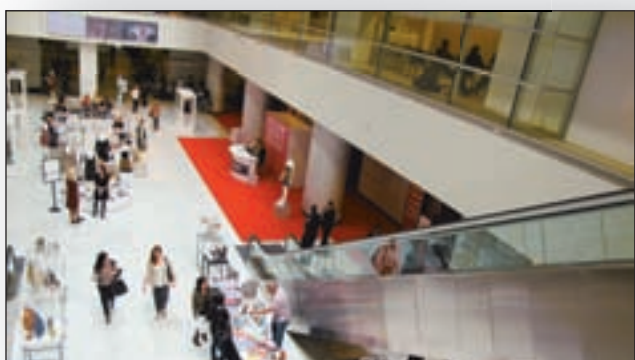
Now, the most comprehensive and up-to-the-minute Trade Show Supplement just got even better.



Visual Display



Shop and Dine



Trade Show News

For space reservations call
Terry Martinez at (213) 627-3737 Ext.213

CALIFORNIA
ApparelNews

International Trade Show Calendar

Continued from page 25



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. www.FirstCapital.com

JA Special Delivery
New York
Through Oct. 25
www.ja-newyork.com

ASD
New York New York
Through Oct. 25
www.asdonline.com
Trendz Ladies' Apparel & Accessories Show
Palm Beach, Fla.
Through Oct. 25
www.trendzshow.com (888) 249-1377

Oct. 24
Coast Show
Chicago
Through Oct. 25
www.coastshows.com (646) 704-2116
Comocrea
Cernobbio, Italy
Through Oct. 25
www.comocrea.com +39 31 316.431



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. For more information, visit www.theprimrosedesign.com.

Oct. 27
Dallas Apparel & Accessories Market
Dallas
Through Oct. 30
www.dallasmarketcenter.com (800) DAL-MKTS

FIG
Dallas
Through Oct. 29
www.fashionindustrygallery.com (214) 748-4FIG
China Sourcing Fair: Fashion Accessories
Hong Kong
Through Oct. 30
www.chinasourcingfair.com +971-4-364-4983

Oct. 30
JA Special Delivery
Chicago
Through Nov. 1
www.ja-newyork.com
Mesa Apparel Show
Mesa, Ariz.
Through Nov. 1
www.arizonaapparelshow.com

Oct. 31
Coast Show Miami
Miami



FN PLATFORM, presented by MAGIC and in collaboration with Footwear News, is proud to present the most comprehensive assortment of footwear brands at any trade show in North America. Featuring over 1200 new and emerging brands in efficiently merchandised lifestyle environments, FN PLATFORM delivers comprehensive one-stop shopping by showcasing the full range of branded footwear for men, women, juniors, and children. Upcoming show dates are Aug. 22, 23, 24, 2011, and Feb. 13, 14, 15, 2012, at the Las Vegas Convention Center. www.magiconline.com

Through Nov. 1
www.coastshows.com (646) 704-2116
NW Trend Show
Bellevue, Wash.
Through Nov. 2
www.nwtrendshow.com (206) 767-9200

Nov. 1
Passport to Fashion
Vancouver
Through Nov. 3
www.passporttofashion.com (604) 682-5719

Nov. 5
International Jewelry Fair
New Orleans
Through Nov. 8
www.gift2jewelry.com (630) 241-9865

Nov. 7
CALA
San Francisco
Through Nov. 8
www.calashows.com (310) 230-3230



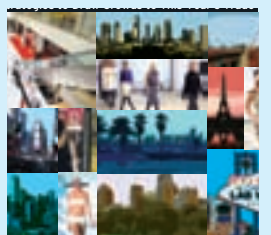
ENK International provides the forum for the fashion world to conduct business. It is the leading trade show organization serving the upscale fashion marketplace, including the men's, women's, accessories, footwear, and children's categories. Founded in 1981 by Elyse N. Kroll, the company conducts 21 events per year, 16 of which are held in New York City, four in Las Vegas and one in Beijing, China. www.enkshows.com

Nov. 8
Indiana Women's Apparel Club
Indianapolis
Through Nov. 9
www.midwestapparelreps.com

Nov. 11
Head to Toe Women's Expo
Del Mar, Calif.
Through Nov. 13
www.headtoetowomensexpo.com (619) 491-0677

Nov. 12
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Nov. 14
www.nortonshows.com (865) 436-6151
Hawaii Market Merchandise Expo
Honolulu
Through Nov. 14
www.douglastradeshows.com (800) 525-527

Nov. 13
Thread
Los Angeles
www.threadshow.com
Ocean City Resort Gift Expo
Ocean City, Maryland
Through Nov. 16
www.oceancitygiftshow.com (800) 318-2238



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