

# Trade Shows

A California Apparel News Special Section

## 2013

May 2013



## Advice From the Organizers

### Making the Most of Your Trade Show Visit

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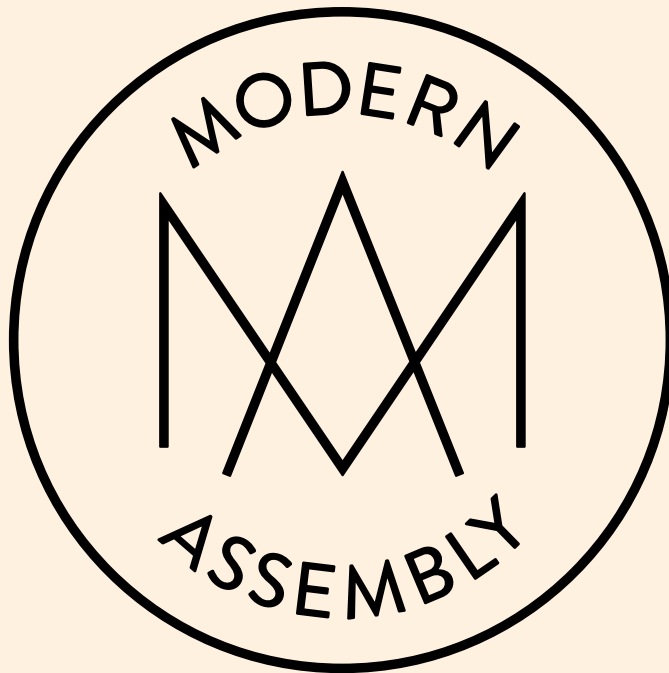
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# Making the Most of Your Trade Show Visit—Before, During and After

The challenge for all trade show attendees is to find what they're looking for—even if they're not quite sure what that is. Faced with limited time, sometimes sprawling layouts, and a sea of booths decked out to capture attention and entice buyers to stop, look and shop, the trade show experience can be daunting.

Trade show organizers know that—and they have created tools for buyers and other show attendees to prepare their trip, navigate the show floor and find exactly the right item—either from a trusted source or from an unexpected new resource. *California Apparel News* Executive Editor Alison A. Nieder caught up with several trade show producers and executives to get their advice for buyers looking to get the most out of their trade show travels.

## Allison Lombardo

**Vice President, Retail Marketing**  
**Advanstar Fashion Group, producers**  
**of MAGIC Men's, WWDMAGIC, Project,**  
**Pooltradeshow, FN Platform, Sourcing at**  
**MAGIC, The Tents, Project MVMNT, WSA@**  
**MAGIC and ENK Vegas**

### How do you advise buyers shop your shows?

For nearly 80 years, MAGIC Market Week has been offering a one-stop shop and solution to the buyer for all of their apparel, footwear, accessory and sourcing needs—at every price point, category and lifestyle. While we are the most complete global fashion resource in the market, we understand the critical need to refine and tailor the shopping experience for our buyers based on how and what they buy.

To that end, we've established 10 shows and destination environments within the total

market week that offer distinct points of view and highly curated buying environments for our retailers. Whether they are sourcing or shopping high-end, accessibly priced or factory-direct, or whether they are in the market for footwear, swimwear, youth culture, juniors, contemporary, advanced contemporary, denim, or designer collections for men, women and children—we are building tailored shopping experiences to meet retailers' needs in advance of the show. Onsite, we offer tools and guides to make sure that the discovery and shopping path are easy to navigate.

### Do you have any resources to help them plan ahead? How should they follow up after the show?

Yes. We launched Shop The Floor back in February of this year to help buyers extend their MAGIC Market Week experience before, during and after the physical event. Shop The Floor allows buyers to discover, connect with and shop brands when the time is right for them in their buying cycle. As a pre-planning tool, buyers are using Shop The Floor's map functionality to identify new brands by trade show or product category, see where brands are located on the show floor, and schedule appointments to better plan their time at MAGIC Market Week.

The Advanstar Fashion Group's Retail Marketing Group is a year-long resource dedicated to helping buyers improve their general business and MAGIC Market Week experience. From a show perspective, we help with hotel accommodations, advance registration, brand discovery, business connections and matchmaking—in other words, the team offers a dedicated concierge-level service to elevate the experience for its retail attendees.



**John Gallagher**  
**President and Chief**  
**Executive Officer**  
**Messe Frankfurt USA**  
**Inc., producers of**  
**Texworld, Texprocess**  
**and TechTextil**

### How do you advise buyers shop your shows?

This varies based on what they are trying to accomplish during their time there. Depending on what they are looking to find, they can search by country, product category or end use. [For] first-time visitors, we encourage them to visit the Texworld USA trend forum, designed by the art directors of our Texworld Paris event. This allows them the opportunity to see and feel the fabrics offered at the show. They can then follow up with the exhibitors directly on the show floor.

### Do you have any resources to help them plan ahead?

The lists of exhibitors and seminar series are available on our website. They are consistently updated as exhibitors sign up and new seminars are added or updated. They can research each exhibitor before the show, as we link the company to the company's website complimentary to help with pre-show research. Based on which seminars an attendee wishes to attend, they can plan out which day(s) to visit the event. The expo and seminars are complimentary, and we try to maximize the value of the time spent at the show for everyone, so the show remains open to the trade only.

### How should they follow up after the show?

As an attendee works a show, they make contacts. Between the contacts made on the show floor and during the seminar series, partnered with the abundance of information they receive in the Visitor's Guide, they are fully equipped to research and make buying decisions after the show until the next event.



## David Lapidos

**Executive Vice**  
**President**  
**OFFPRICE**

**How do you advise**  
**buyers shop your**  
**show? Do you have any**  
**resources to help them**

### plan ahead? How should they follow up after the show?

Buyers should do their homework before they leave their native city. Know what their open-to-buy is. Know what sells. Know what to look for and when they're going to need it, and know what price points make sense. They've got to understand their customers' needs. They can't come to the show and just walk around—it won't be optimizing their time.

On our website, they can get an idea [of what product will be available], but it's not like being at a show and seeing what the samples are.

At the show, we have a staff that will show people where certain vendors are located. We have seminars for buyers, and we have a tour [explaining] how to buy. [The tour is for new buyers], but we have people who take it more than once. Because to go through 1,300 booths without a plan would be difficult.

➔ Trade Show Visit page 6

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# Greenspace: Making Trade Show Booths More Eco-Friendly

By Rhea Cortado Contributing Writer

Before Rob Roth founded **Greenspace**, an eco-friendly trade show exhibitor production company, he worked for another company that built trade show displays.

One of his biggest projects was for a video-game company. For them, Roth had to work out the logistics of assembling a 50,000-square-foot, three-story booth that was accessible by an elevator. The materials were shipped to the **E3** video-game convention in 85 semi-trucks. It required 200 men to set the exhibition up.

"It was a multimillion-dollar booth that they used for three days, and then they redo it [with another model] the next year. Each year we purged the warehouse. After you got done building, we'd be taking 20 to 30 semis to the dump—very wasteful filling the landfill up," Roth said.

After those kinds of experiences, Roth decided to make his new company, **Greenspace**, based in Hillsboro, Ore., rooted in eco-friendly practices.

He credits being influenced by his daughter and son-in-law, both of whom were environmental-studies majors at the **University of Oregon** at the time he was planning his next career move.

From printing on recycled paper to sourcing booth materials that are repurposed or recyclable, Roth said, the difference with **Greenspace** compared with a typical exhibition company is that "when we are rooted in green, everything we do is with that in mind."

Many of Roth's clients come from the action sports and outdoor industry, such as **Burton** snowboards, **Keen** outdoor footwear and **Prana** activewear, where environmental con-

cerns are part of their brand philosophy.

## Building and logistics

The traditional method of building a trade-show exhibit, according to Roth, uses materials that take into account a company's budget and its concept of the booth.

"When you say 'disposable booth' it means when you're done with it, take it to the dump. It has to come from the company that's managing it to say, 'We're going to recycle all this stuff,'" Roth said.

**Greenspace** chooses building materials that are sustainable, recyclable and repurposed and have as little environmental toxicity as possible. For example, Roth sources Oregon wood that is certified by the **Forest Stewardship Council** (FSC). The lumber is treated with coatings that have no urea formaldehyde, so when it ends up being recycled for another purpose, there are no toxins.

He admits that there isn't a green solution to everything. Water-soluble and low-VOC paints are better but not perfect. When it comes to laminates and carpet, there is no 100 percent clean alternative.

In addition to the materials, Roth examined the logistical problems that an exhibitor must solve. Like a traveling circus, all of the components of a trade show booth must travel by truck and easily pop up and be torn down.

"Truck space is valuable space. We design



**SNOW LODGE:** The Burton booth for the SIA Snow Show in 2012



**LUMBER YARD:** Repurposed wood matches Keen footwear's rugged look at the Outdoor Retailer trade show.



**PRANA:** The Prana booth for the Outdoor Retailer show in 2012 made a dividing wall out of mailing tubes.

things that fit inside crates and crates that fit inside trucks," Roth said.

## Closing time

**Greenspace's** booths last an average of three to five years on the trade show circuit. Roth said that traditional booths with high-tech, glossy looks are more prone to damage. **Greenspace's** look is "not so pristine," Roth said. "Knicks and dings are part of the look and feel. It could potentially last a bit longer."

Trade show producer **Designers and Agents**, which offers turnkey booths for its shows, employs several eco-friendly measures such as recyclable utensils for dining and less paper waste for marketing. Ed Mandelbaum, co-organizer of the show, agrees that eco-friendly means not only recyclable components but also longevity.

"The reality is that the most important consideration is that booth systems are reusable and flexible and have the durability and functionality for the long run. What does not work is using 'eco materials' which are trending and give a show the look of sustainability but, in

fact, do not provide the durability and flexibility for repeated use," he said.

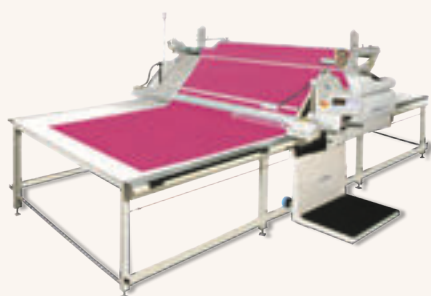
At the end of the booth's life, **Greenspace** acts as the waste manager. Some clients, such as Keen outdoor footwear, reuse the trade show-booth furniture pieces in the company's offices and retail spaces. One previous booth for snowboard brand **Burton** was 95 percent recycled.

"We have 250 recyclers that we use where we can recycle everything from stretch wrap, acrylic, electronics, glass—everything. When you build a standard wall panel that has laminate on it, we send them to a place that chips them up, and they are used for paths and walking trails," Roth said.

Roth said that it is more labor-intensive and costly to source unique, eco-alternative materials and recycle after use. However, because of **Greenspace's** logistical efficiency, Roth ensures the bottom line is not a higher cost than the traditional methods.

**Greenspace** also has an affordable-rental program, which offers necessities such as chairs, reception desks and specially developed wall systems that are thinner and lighter. ●

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Urbanears  
Vanishing Elephant  
Viper Room  
Williamsburg Garment-  
Company  
Wolverine 1000 Mile-  
Collection  
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## Trade Show Visit Continued from page 3

If they see something they like, then they buy and there's paper. It's an order-writing show—that's the beauty of it. You're mostly dealing with principals of companies. They make the decisions, and they encourage offers. That's the way it has always been—offer and acceptance. If the buyer isn't sure or if they want to consider their open-to-buy for that item, they have to take notes.

You don't want to walk by if the vendor doesn't have someone in the booth. You want to take that time to open up a dialogue and establish some sort of preliminary relationship. Take advantage of the time that you're there. And wear good shoes—it's a lot of walking.



**Aaron Levant**  
President  
Agenda

### How do you advise buyers shop your shows?

The Agenda show is merchandised by neighborhoods and curated by like-minded brands. Our goal is to make the trade show experience easy to navigate, yet inspiring for both retailers and media. The show floor is segmented to represent each facet of California lifestyle with streetwear, action sports, sneakers, the Berries Agenda, a curated-skate section, surf, and, now, expanding the women's voice. With over 600 brands represented, we group brands by styling and merchandise story, making for a conducive and cohesive shopping experience.

### Do you have any resources to help them plan ahead?

Yes, we have our website and targeted initia-

tives via our social-media channels. We're highlighting exciting buzz-worthy news, promoting collection launches and highlighting emerging brands through our monthly targeted newsletters. Engaging with our retailers and brands is extremely important. Our Instagram has been a key channel for us to visually engage with our community and broadcast new updates.

### How should they follow up after the show?

Agenda provides a platform for authentic, face-to-face, meaningful connections with retailers, brands and media. After the initial meet and greet, it's up to both the brands and retailers to carry on the relationship to fruition.

**Olivia Reyes and Oscar Ben Rodriguez**  
Managers of the Select and Transit shows  
Trade Show Division  
California Market Center

### How do you advise buyers shop your shows?

We advise that all buyers plan ahead before shopping our trade shows each season. Before each edition, all participating brands are listed on each show's webpage, along with booth numbers, product images and contact information. The best way to shop the show is to review all brands online ahead of time and make appointments in advance to ensure you will be able to meet with the brands you want. We also offer directories to all buyers upon entering the shows that include product images, the floor plan, booth numbers and contact information to assist buyers in locating specific lines or products. It is also highly recommended to take notes on all brands of interest in the directory to stay organized, and do not forget to bring business cards.

### Do you have any resources to help them plan ahead?

Our marketing team posts brands to the show website as they are confirmed with direct links to the company website. We also send out e-blasts, publish blog posts and utilize various social-media sites, creating a constant stream of brand images, contact information, announcements of special events and much more. Furthermore, we typically spotlight new exhibitors on all of the previously mentioned mediums, so buyers can learn about new vendors and their products in advance. Lastly, the show manager is always available by phone, email and on the show floor to answer any questions from buyers in regards to exhibiting brands and navigating the show.

### How should they follow up after the show?

Buyers should collect line sheets and business cards, and keep the show directory to be able to follow up with the representative(s) they meet at the show. If they did not receive the representative's business card during the show, they can also use the printed directory that we provide, which contains each brand's contact info.



**Ed Mandelbaum**  
Co-owner  
Designers and Agents

### How do you advise buyers shop your show? Do you have any resources to help them plan ahead? How should they follow up after the show?

The website exhibitor listing can serve as a preview to the upcoming show, and we suggest that retailers check back often as we are continuously updating the show roster. Undoubtedly, we believe retailers should allow ample time to "walk the show" to meet with both existing and new resources. We know

countless retailers who have discovered amazing new designers at the show simply by walking past their booth.

In our business, you have to see collections first hand—touch them, ask questions—to have a proper understanding of the brand. This is achieved by allocating enough time at the show.

All of us at D&A work effortlessly and pride ourselves on creating a welcoming environment—from the ambiance to the food, music and flowers. People love spending time at D&A because it's such a pleasant working atmosphere.

Our team is always ready to assist. If a retailer is searching for a specific type of product and/or category, we direct them the best we can.

We suggest retailers make appointments. This aids not only the retailers but designers as well. Having a scheduled appointment allows designers to properly prepare and keeps retailers' work flow moving.

D&A has always been known for being a "writing show." It is a case-by-case scenario. Many place orders at the show and some after they have reviewed their notes.

**Eva Walsh**  
Vice President of Retail Relations  
Dallas Market Center

### How do you advise buyers to shop your shows?

We've put together the following list to guarantee buying success while at Dallas Market Center:

**Download.** First things first, download the Dallas Market App before you arrive at Market to access the most complete and up-to-date market information available: [www.dallasmarketcenter.com/mobileapp](http://www.dallasmarketcenter.com/mobileapp).

➔ Trade Show Visit page 8

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## Trade Show Visit *Continued from page 6*

**Get familiar.** Everything's bigger in Texas, including FashionCenterDallas. But don't worry—our facility is organized by product categories into easy-to-shop neighborhoods. In general, permanent women's apparel showrooms are located on the World Trade Center 14 and 15; Fashion Accessories, Scene and Strut—Dallas Shoes are on WTC 13; Temporaries are on WTC 12; Children's Apparel on WTC 8; and Men's Apparel are on WTC 7 & 15.

**Make appointments.** Make appointments in advance with key vendors to ensure you accomplish everything you need to at market, and leave time to check out new lines.

**Take notes.** Take notes throughout the year on what sells and what customers are asking for so you are prepared to look for these needs at the show. Tweet or post on Facebook lines and products that you are considering buying, and monitor customer reactions. Listen to your customers!

**Bring backup.** When possible, bring a business partner or sales associate to help cover the entire market and make evaluations.

**Come for inspiration and learning.** Trend seminars and line tours can be invaluable; so can networking opportunities with other retailers during social events hosted by the Dallas Market Center. Take photos of visual-merchandising ideas that can be executed in the store. Product photos can also be posted on Pinterest back home to alert customers on what trends will be coming soon.

**Come early and stay late.** To allow for additional time to buy, we offer a Preview Day, when exhibitors take appointments, and, on Fridays of Market, a shop-late night with many permanent showrooms open until at least 7 p.m. to help you get business done.

**Wear cute shoes!** It is all about fashion, after all!

Additional tips:

Make sure you explore new lines, visit at least one showroom you haven't worked with before, and scour the temporaries for new products at every Market.

Be sure to have your credentials (credit information, business cards with ship-to- and bill-to addresses, and copy of state retail-tax license) readily available.

Don't be afraid to leave orders at market—you can always ask your sales rep questions later. And don't feel like you can't discuss different terms on orders for lines you are trying out.

### Do you have any resources to help them plan ahead?

The best way to work market is to plan ahead and download the Dallas Market Mobile App. The App will help you organize each day for maximum efficiency.

In addition to the Dallas Market Mobile App, buyers should "like" Dallas Market on Facebook (<https://www.facebook.com/dallas-marketcenter>) and follow us on Twitter (<http://twitter.com/dallasmarket>) as well as check out our Pinterest (<http://pinterest.com/dallasmarket>). Exhibitors post new lines or products on these social sites leading up to Market, which is a great resource for buyers. Also, Dallas Market Center's "Know It All" blog offers information on better business practices and much more.

### How should they follow up after the show?

After Market, follow up on any orders you have questions about and share your inspiring market experience with your staff, including the photos you took at the show. Get everyone excited about the new lines that will be available in your store. It's always smart to organize images of the collections that will arrive soon to use via social media to entice your customers to come check out the new offerings. And book your next trip to Dallas Market through our in-house travel team, which offers great discounts on air and hotel. Contact Market Travel® at (214) 744-7444 or [markettravel@mcmcm.com](mailto:markettravel@mcmcm.com).

## Suzanne De Groot

Executive Director

Fashion Market Northern California

### How do you advise buyers shop your show?

We have an open-booth show and switch vendors around the show floor—within their categories—so they are in different locations for each show. We intend this change of placement to encourage buyers to walk the entire show, giving them the opportunity to see new resources and vendors they do not always work with—yet still find their current vendors.

### Do you have any resources to help them plan ahead?

We have pre-registration on our website ([www.fashionmarketnorcal.com](http://www.fashionmarketnorcal.com)) to shorten the registration time—especially for new buyers—publish a show directory with all vendors listed, a floor plan and places to make notes for appointments, etc., and they can link up with vendors on the website to set up appointments via email. We also list hotel information, driving directions and nearby restaurants, and other helpful information on the website and in the showbook.

### How should they follow up after the show?

By reviewing their orders placed and filling in from notes taken but not placed—contacting vendors for any further information they might need to complete their OTB for any given season. Also, noting line names and rep or company information to be able to reorder easily. Finally, make a plan to attend the next Fashion Market Northern California show, June 23–25. Every market the shows continue to grow, and we strive to make it an easily accessible, buyer-friendly venue.

## Lucía de Sander

Executive Director

Apparel Sourcing Show in Guatemala

### How do you advise buyers shop your shows?

As the show will showcase the whole supply chain for the apparel and textile industry, it would be important to bring all their specifications, technical packages and samples—if they have them—to begin their sourcing immediately with the show exhibitors.

### Do you have any resources to help them plan ahead?

Yes, the APSS 2013 has the "matchmaking meeting." This activity is perfect for buyers and factories. The show compiles the information from the factories and textile mills we request prior to arriving to the show that buyers fill out a form with the exact information of products they will be sourcing. With this information we make a match between factory and potential buyers and arrange business meetings for each buyer with factories or textile mills. These meetings take place within the show. If the buyer is interested we also arrange factory visits.

### How should they follow up after the show?

After having these meetings and exchanging samples, fabric swatches, etc., each customer and factory should follow up by a phone call or email to maintain communication until they can agree on a price and try test orders or large orders, depending on the customer.



## Andrew Olah

President

Olah Inc./Kingspins

### How do you advise buyers shop your shows?

Our shows are tightly edited, and the show

floor is very intimate, but there is still a lot to see. Despite our small size (our biggest shows have yet to reach 50 resources), we find that buyers often spend two days shopping our

➔ Trade Show Visit page 10



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## Trade Show Visit Continued from page 8

floor. We think of this more as a testament to the compelling nature of our resources than a need for buyers to streamline their shopping strategies. Our goal is to create an environment for exploration and discovery on our show floors, so that as buyers walk each aisle they are finding resources that cater to their needs and ones that inspire their design process.

Another way that we help buyers shop our show is by offering, in partnership with Stylesight, denim-centric trend seminars that coincide with the seasons our exhibitors are showing.

The effect is that the information either confirms the direction designers are moving in and they feel more confident in their buys at Kingpins or it illuminates a new opportunity for them and gives them time to explore options immediately on the show floor. Either way, our focus is for buyers to linger on our show floor and truly “shop the show”—not just cherry pick from familiar resources.

### Do you have any resources to help them plan ahead?

Prior to every show we release our exhibitor roster and include information about each vendor’s “specialties” so that buyers with specific needs can easily determine who they want to make appointments with or visit at the show. Also, when we have new initiatives, education opportunities or additions to the show floor, we include that information in our invitations and reminders about the show. For our upcoming show in Los Angeles, for example, we are continuing to put a focus on our Los Angeles-based vendors and letting buyers know that beyond the denim mills, full-package manufacturers and sourcing resources that we are known for, they can also expect to find a growing variety of local contractors at Kingpins.

Kingpins also produces videos of resources and trends that we find on the show floor. Our show director, Erin Barajas, shops the show and highlights some of the best and most interesting items on the show floor. They are a great way to get an overview of the market and the show and help attendees familiarize themselves with our exhibitors and their offerings.



**Judy Stein**  
Executive Director  
Swimwear Association of Florida

### How do you advise buyers shop your shows?

The Miami Beach Convention Center is spacious and allows for all exhibitors to be on one floor. The show is easy to navigate as it is segmented into separate areas that accommodate nearly all exhibitors—juniors, misses, contemporary, designer, men’s and children’s. But we also believe that there are some great brands that have cross-over categories, so we encourage our buyers to walk the entire show at least once throughout the four days that they are with us so that they have the opportunity to discover a new brand that they might not have otherwise seen in their familiar section.

### Do you have any resources to help them plan ahead?

We make sure to prepare our buyers and give them as many tools and resources at their fingertips as we can. We start by listing all of our exhibitors on our informative website. We follow that up by sending out a gorgeous digital monthly newsletter that highlights a seasonal top trend via select images from our members. We also disseminate press releases on a regular basis that announce any new and exciting exhibitors joining our show. And last but not least, we have an easy-to-read pullout floor plan in the directory and in large display cases throughout the trade show.

### How should they follow up after the show?

We believe in making it as easy as possible for the buyer to be able to find the vendor that they want to do business with, so our directory is compiled with every vendor’s contact information, and it is cross-referenced in several different ways, allowing a buyer to be able to find that vendor by member representative, by the brand name and by the booth number.



**Guglielmo Olearo**  
International Exhibitions Director  
Première Vision

### How do you advise buyers shop your shows?

After 26 editions already, Première Vision New York has become the major fabrics and accessories show for the North American professional buyers.

The reasons of this success are found not only in the very selective and qualitative offer of products coming from all over the world but also in the additional services that Première Vi-

sion has created to accompany and foster the creativity of our visitors.

When a visitor attends our shows, he knows that the first automatic reflection is to visit the Fabric Forum, where he can find the most impressive innovations from our exhibitors. Touching, seeing and even breathing the fabrics are a strong source of inspiration. Furthermore, the creative process is accompanied by the “Trend Seminars,” held by Sabine le Chatelier, Première Vision fashion associate director, which are a very rich synthesis of a long consultation process that has involved designers, trend setters, fashion stylists and Première Vision exhibitors.

The trend seminar shows the fashion guidelines in terms of colors, materials and consistency of the fabrics.

Even during his first visit, a buyer doesn’t feel lost since our catalogue is a reliable and simple source of orientation, allowing very quick contact with the exhibitors, which are classified by products, use and textile universe.

### Do you have any resources to help them plan ahead?

Première Vision is not only an exhibition organizer but also a powerful marketing company whose aim is to foster the fashion industry, staying as close as possible to the market. Our company has 12 representative offices around the world to satisfy any requirement from our exhibitors and visitors.

The Première Vision office in New York covers the North American market, being regularly in contact with the major buyers, providing the most important information and novelties from our exhibitors.

Mr. Thierry Langlais, PV Inc. vice president, [who has] a long experience in the textile and fashion market, helps the buyers to prepare their venues since there many things to discover at Première Vision New York in only two days!

### How should they follow up after the show?

Once the contact has been established, the designers/buyers and our exhibitors work together to prepare the collection. They work in a fusional, creative process.

With the aim to improve and better satisfy our customers, Première Vision organizes regular satisfaction surveys on the buyer and exhibitor side, providing a reliable snapshot of the textile market.



**Britton Jones**  
President and CEO  
Business Journals Inc.

**Sharon Enright**  
Vice President  
Trade Show Division  
Business Journals Inc.

**Britton Jones:** These are things that are near and dear to our hearts. A big focus of what we have tried to do with our shows—and the fact that we have launched specific shows for specific market segments—is because we want to help retailers prioritize their time and make their time as constructive and productive as we possibly can.

A lot of what we do is to help them shop the show most effectively but also to make retailers aware of the resources on the floor. It helps to attract them to the show in the first place. It helps position the shows as compelling shopping events for them.

Each show has a very specific merchandising strategy. We advise the buyers to spend time with our materials—and we do have a lot of materials that we produce prior to the show—so retailers can come to the show as well-informed as possible as to what’s on the floor.

The materials we produce, provided prior to the show, are designed to facilitate both random discovery and also search. [We produce] newsletters for each show that profile new designers [and] product launches. There are a lot of pictures—again, for discovery—as well as content about exhibitors. It’s an extensive effort to familiarize the retailers with the resources that are on the floor that season.

We do this because we know the retailers are pressed for time. Time is really the most precious resource they have—especially these days as most retailers have flatter and flatter management structures. Everybody in retail is being asked to do more with less time. So we want them to be very well educated as to who’s in the show and how the show can satisfy their shopping needs prior to the season.

The next thing we do are profiles of every single exhibitor on our floor. Those are done both electronically on our website and in the menswear industry and accessories industry with special sections in *Accessories* magazine and *MR* magazine. Those include a four-color picture of the product being featured. It includes categories, and it includes contact information—every single exhibitor in the show. Those are searchable databases, so if you are looking for a very specific

product, you can put that in as your search category and it will bring up all the exhibitors in the show that have that product.

It gets posted about three weeks prior to the show. The newsletter goes out probably two weeks before that.

We’re working to both facilitate products that retailers have maybe never heard of before, as well as [provide information for] the retailer who knows they’re looking for a certain category of ready-to-wear or a certain type of accessories.

The next thing that we do in our major shows—in Las Vegas in February and August and in New York in January, May and August—is we have a mobile app. It lists every single exhibitor in the show by show. [For example] Stitch’s exhibitors are listed as Stitch, Accessories are listed as Accessories. But we also have a search category for all of our shows. So it’s searchable by show, by all the shows and by product category. That mobile app also includes things like banner ads and mobile showrooms.

Ours is a pretty robust mobile app in that it enables retailers to research the exhibitors through the app, and it also enables them to create a shortlist of exhibitors they want to see. It enables them to create a route so they can use it to plan out a map of the exhibitors they want to visit in the show.

And then there’s one other thing that we do to facilitate discovery and increase brand awareness and help retailers find new resources on the floor—and that is our in-show network, which is a closed-loop video network about the show and about resources in the show. The viewing points are strategically placed on the floor in the registration area and at the beverage lounges so that when somebody is waiting to register, they can see various product and where they can find it on the floor.

It’s just another way of facilitating that discovery process, which is another part of the whole show experience for retailers. They’re really coming to find new and different resources that can stimulate sales with their customers.

[The in-show network content] gets posted on our website, as well, so retailers can use those as a follow-up mechanism. The apps stay live as we move into follow-up after the show. Those exhibitors’ profiles on the website are active for a couple of months—basically until the next show. That’s the case on the mobile app, as well.

One other very important and highly impactful piece that we just started last year—and they’ve become incredible popular—are our lookbooks. These are four-color pieces [with] presentations about some of the new and notable designers that have joined our shows. We spend a lot of time with layout and design with these pieces because we want them to be a positive reflection of the show and give people a feel for the type of attention to detail that goes into the shows and the merchandising as to who’s juried into our shows.

One [other buyer tool we have] are our show catalogs, which are presented in ways that are meaningful. They’re laid out in alphabetical order by exhibitor name, they’re laid out in booth number, we break the exhibitors out by category. The vast majority of retailers—in fact, 88 percent of our retailers—say they use our catalog on site or after the show as a means of follow-up—or both.

**Sharon Enright:** The idea is that we’re reaching out to the buying community in a variety of ways to serve their needs the way they want them served. Some retailers prefer looking at a print piece, others prefer looking at it on a digital level either through our mobile apps or the website. So it’s our ability to reach out in various mediums in order to communicate with the retailer in a way that is best suited to them.

We know that the pre-show promotion is working because exhibitors tell us, “I got a call from a buyer. They saw the article you wrote in the newsletter or they saw an image in the magazine.” We know from exhibitor feedback that that pre-show exposure is working for them and working for the retailer. We have statistics that show us that these are very important ways to communicate.

**B.J.:** One of the things that is most distinctive about our show floor, as opposed to some of the others in the industry—and something we hear time and time again—is that our shows are really order-writing shows. They’re laid out in a way that’s very conducive to writing business. Our aisles are wide enough. This is done purposefully with input from the retailing community. Show producers like narrow aisles because it makes their floor look crowded. Retailers don’t like narrow aisles because it makes it difficult to see product. And if there’s someone sitting in one of the two chairs in front of a booth in a narrow aisle, they’re just getting jostled all the time. Our shows are really laid out to be a place to do business. The value of our show is primarily about the number of orders written at the show, although there’s a healthy amount of orders placed post-show. Most well-seasoned exhibitors know that you shouldn’t really measure the impact of a show until a couple months after a show, but the majority of the activity takes place at the show.

And, as Sharon says, exhibitors will tell us that retailers discovered them through the magazine pieces, through the profiles in the newsletters, through the mobile app, through the lookbook, which has created a big, big stir in the last year.



**Pierre-Nicolas Hurstel**  
Chief Executive Officer  
CurvExpo

The high-end designer lingerie and swimwear market is a niche where CurvExpo has a leadership position. We are addressing a very segmented and specific demographic of retailers, so we know them very well. Most importantly, we establish personal relationships with them in order to understand how, as a show, we can contribute to their growth. This is how we can understand their buying cycle, their sell-through and their issues in term of inventories, for example. From that we can position our show to give them answers and solutions. Within our trade show portfolio—CurvExpo being a part of the Eurovet shows worldwide—we offer them the very best selection of events to build their assortment and fit with their buying calendar. For example, one of the best American intimate stores based in Denver shops our Paris show in January and July, not coming to any CurveExpo show in February—but coming to CurveNY New York and CurveNV Las Vegas in August. Why? They come to Paris to see the world's largest lingerie and swimwear offerings and to get inspiration from our amazing fashion shows and trend forums but also because they need to close their Fall/Winter season buying at the end of January. Their schedule is different in August, and they close their buying during the CurvExpo shows.

Our shows are professional, and both brands and retailers are planning them carefully, seriously and in advance. To facilitate the links within the community before the show and prepare them efficiently, we provide our brands with tools that they can use to showcase themselves and that are, for most of them, complimentary. This system acts as an appointment-booking facilitator, managed by the brands directly from the back office of our website. They can be a part of our newsletters that reach 10,000+ contacts via email and on Pinterest (three different newsletters every month—one lingerie, one swimwear, one men's); interact with the buyers with our daily news on *curvexpo.com*, Facebook and Twitter; work with the editors, thanks to our press room; advise their presence at the show with digital customized invitations, banners on their website and email signature etc ... and everything is linked to the appointment-booking tool, generating more than 1,000 appointments per show. For the brands that participate in all four shows each year, this complimentary exposure is offered for all 12 months, and coinciding with their level of participation, they realize a lot of business during and after the shows.

We connect the industry's community thanks to our digital tools. When the buyers are plugged in to our website and our social media, this is a continuous source of information about how the industry is moving, what the new collections are and who the new brands to watch are. For the brands, it is a yearlong advertising campaign! We are in the process of improving our website to make it more innovative, user-friendly, and, overall, the best industry reference. By the end of this year, we will have a completely new website, which will be the same platform for all of our shows all over the world. It

will expand all of the tools with an even better appointment-booking system, linking the show agenda and calendar directly, including more information about each brand with more pictures and a few examples of their product. Retailers will be able to select the brands they would like to see and view an interactive map of the floor plan to organize their appointments.

Planning is important, but we also want our shows to be the place where the retailers will discover new lines and where brands that are not yet established will grow. We constantly want to open buyers' eyes to new things. This season, we are launching a new incentive on both coasts to focus on the importance of new business. Every retailer who welcomes a new brand to their store by placing an order during the show is eligible to enter a sweepstakes to have a chance to win a trip to Paris to visit our shows, trend and store-management consultations, and some other great gifts that aid buyers. The more new accounts they open, the

more chances they have to win! We also promote emerging, directional designers through a dedicated, central area at both shows, featuring smaller, seamless booths, different carpet colors—a much more open and edgy area.

But for me, the most important thing is that each member of the CURVE team is there to welcome the retailers at the entrance of the show. We have a little walk with them. We ask them, "What are you looking for? What is your price point? What do you want to add to your store?" We want to be, in a way, their personal shopper at the show—to push them to discover new brands at the show. Our floor plan and show directory, which we give onsite at the shows, play an important part by detailing the different segments of the show, the new brands and everything a buyer needs to know in detail.

Helping the buyers both in making the best of having an appointment-driven show and opening their eyes to discover new things and to improve their offerings are the strongest pri-

orities for us.

Finally, we understand that the retailers need to limit their expenses, so we have designed our shows to offer the most efficient experience. CurveNV Las Vegas is now a two-day show where breakfast (that we offer at 8:30, just before the opening), lunch and a nighttime party are complimentary for the buyers. We also have a VIP program on both coasts dedicated to our 500 best buyers that offers the most all-inclusive and pleasant visit of our shows.

Our core mission is to grow the business and profitability of the intimate apparel and swimwear retailers. To do that, we have to understand where they come from, what they do and how they want to grow in order to give them the correct tools that will lead to the best offerings in their store and the best practices to make it more successful. But at the end of the day, we also have to make sure that we are not adding too many costs to their PNL. If we succeed in that, the industry as a whole will grow. ●

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# Shop & Dine

By Deborah Belgum Senior Editor

The trade show circuit is a tough circuit. It's New York for a couple of nights and then off to Los Angeles. In between there are stops in Dallas and San Francisco. Roaming the country can be a challenge, but it helps to treat yourself to a great dinner or a shopping spree after seeing the latest fashion collections.

With that in mind, we have some of the latest on where to shop and dine in the country's major trade show cities.

## LOS ANGELES

**Coco Laurent**  
707 S. Grand Ave.  
(213) 623-0008  
[www.cocolaurent.com](http://www.cocolaurent.com)

A little bit of Paris has parachuted into downtown Los Angeles.

Coco Laurent is one of the newest additions to the ever-growing hip downtown LA restaurant scene. But this time, the cuisine has a French vibe, and the chef, Guillaume Jouvét, was imported from Paris to take over the kitchen.

Everything from the décor to the menu is French. If you closed your eyes and looked at the bistro chairs and tables lined up on the



**Coco Laurent**

outdoor patio, you could swear you were in France, maybe smoking a Gaullois cigarette and sipping a café au lait.

The man behind the menu may be Jouvét, but the man behind the creation of Coco



**Topshop Topman**

Laurent is Vincent Terzian, one-time owner of the Crocker Club at Fifth and Spring streets, also in downtown Los Angeles.

Terzian picked the perfect corner for his new, 7,000-square-foot eatery, which has high ceilings, walnut walls and a large wrap-around limestone bar. Coco Laurent is right across the street from Bottega Louie, a very popular establishment that pioneered the revival of downtown's upscale restaurant scene.

The menu at Coco Laurent is all things French with a hint of American dishes. For example, you can dine on beef bourguignon or opt for a cheeseburger. There is Basquaise chicken or a 10-ounce rib-eye steak.

Lunch is heavy with salads, such as a hot goat-cheese salad or a niçoise salad. No French restaurant would be worth its name unless it served French onion soup, which Coco Laurent does.

Brunch includes French toast (naturally), quiche lorraine with leeks, crêpes Suzette and a variety of egg dishes.

This restaurant keeps late-night hours. It is open until 11 p.m. on most nights and until midnight on Fridays and Saturdays. No side-walks roll up here at 9 p.m.

One important fashion note: The uniforms worn by the wait staff were designed by local downtown LA designer Christine Arce of Frou Frou.

**Topshop Topman**  
The Grove  
189 The Grove Drive  
(323) 938-1085  
[www.topshop.com](http://www.topshop.com)

London-based Topshop Topman opened its fourth U.S. location and only West Coast flagship in Los Angeles in February.

The grand opening kicked off with a collection of clothes curated by actress Kate Bosworth.

Covering 25,000 square feet in a well-trafficked part of The Grove, one of the city's best shopping centers, the vast store has something for both men and women. It could be clothes, shoes, jewelry or other accessories.

Topshop Topman's selection of clothes comes in a European fit (read "slimmer") and with an on-trend vibe. The brand has clothing from Unique, its seasonal London Fashion Week selections, several designer collaborations, and Boutique, the brand's premium limited-edition line. Also in stock are the brand's Leigh Jeans, which come in all different colors inside the Denim area.

One of the outstanding details

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of this store is the free personal-shopping component, which includes special VIP dressing rooms and a lot more attention.

Topshop Topman is an institution in England, having opened its first London flagship store, at 90,000 square feet, at Oxford Circus in 1994. It is now determined to spread the word around the world.

## SAN FRANCISCO

**1601 Bar & Kitchen**  
1601 Howard St.  
(415) 552-1601  
[www.1601sf.com](http://www.1601sf.com)

The culinary landscape of San Francisco reaches far and wide, but there aren't many restaurants that can boast a menu with a Sri Lankan twist.

The recently opened 1601 Bar & Kitchen fills that void. Located near the Mission District/Hayes Valley area of trendy eateries and shops, 1601 Bar & Kitchen has a casual, industrial-space vibe with hardwood floors, spartan white furniture, track lighting and big windows.

The eatery, open only for dinner, is the brainchild of Brian Fernando, whose Sri Lankan ancestors have stepped in to influence his menu. Fernando is a tried-and-true chef whose career was launched in the salty tapas bars of Granada, Spain, where he formed his love for small plates of appetizers.

Later he worked at the venerable Chez Panisse in Berkeley, Calif., famed for its organic, locally grown ingredients and California cuisine. Then, for 10 years, he was in the kitchen at the French



**1601 Bar & Kitchen**

restaurant Le Papillon in San Jose, Calif., where he spent the last four years as chef de cuisine.

Creating his first new restaurant, Fernando envisioned a place where people could hang out several times a week. The menu is concise and consists of small plates that need to be stacked to fill you up.

Examples of the small plates on the menu include local halibut ceviche with preserved cucumber and coconut milk and cilantro, mulligatawny soup with chicken confit and pickled black mustard seeds, and roasted quail with chai spice and toasted buckwheat and almonds.

Right now the restaurant only serves beer and wine (75 different

labels), but the eatery eventually hopes to expand to a full bar.

**Aether Apparel**  
489 Hayes St.  
(415) 437-2345  
[www.aetherapparel.com](http://www.aetherapparel.com)

You could easily say you won't find another store like the Aether store, located in Hayes Valley, anywhere else in San Francisco—or in California for that matter.

It is an architectural gem made from three 40-foot cargo containers stacked one on top of the other. They were torn apart and reconstructed under the guidance of architectural firm Envelope A + D. The look is sleek with a custom glass-encased lounge in one



**Aether Apparel**

corner of the second story. Inside, reclaimed oak floors were used to give the space a spare, industrial

look. A belt-driven dry cleaner-style conveyor system transports apparel around the store.

Aether specializes in performance apparel made of technologically advanced fabrics shaped into outerwear, knits and swimwear for both men and women. For women, there are tank tops, hoodies, pull-overs, sweatshirts, leggings, skinny sweatpants and shorts.

For men there are polos, T-shirts, Henley tops, sweatshirts, beach pants, shorts and scads of outerwear.

Aether's Los Angeles headquarters on Melrose Avenue are equally as design-driven as its San Francisco store, which is the company's first free-standing outpost.

Taking retail to another level, Aether has a mobile store housed

inside an Airstream trailer outfitted with reclaimed hardwood floors and custom-made furniture. It has been traveling around the country.

## DALLAS

**FT33**  
1617 Hi Line Drive, Suite 250  
(214) 741-2629  
[www.ft33dallas.com](http://www.ft33dallas.com)

It's hard to put a tag on Matt McCallister's cuisine. Even he has a hard time describing it. He just calls it "Matt's style."

But anyone who has dined at the newly opened FT33 will find that his menu of new American cuisine is like none other. And the menu is constantly changing. So if

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FT33



Y & I Clothing Boutique



Empellón Cocina

## Shop & Dine *Continued from page 13*

you ordered it on a Wednesday, it is unlikely you will be able to get the same dish days later.

McCallister is a self-taught chef whose first job at the age of 15 was in an Italian-style restaurant called Guido's. Working at various restaurants along the way, he quickly rose up the culinary ladder before opening his highly touted

eatery in the Design District of Dallas.

The décor of the medium-sized restaurant is barnyard industrial with a casual feel. There are stone-colored walls, weathered I-beams on the ceiling and filament-bulb lighting.

The menu is compactly edited with six appetizers, six main dishes and six desserts that are as exotic as an ostrich in Texas. McCallister is constantly inventing new dishes

guaranteed to tantalize the taste buds.

A recent menu had some out-of-the-ordinary creations such as an appetizer of ricotta dumplings, spicy duck meatballs, wild onion, pea tendrils and ricotta salata. Main dishes include short ribs with horseradish gremolata, cardoon, artichoke, favas and bone marrow.

Desserts are equally as complicated. It's not just plain panna cotta but lemon-grass panna cotta with citrus, mint and white chocolate.

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Amore & Sorvete Swimwear  
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### Y & I Clothing Boutique

3699 McKinney Ave. #411

(214) 522-0775

[www.shopyandi.com](http://www.shopyandi.com)

This well-curated boutique is the brainchild of two high-school friends who went their own way when their careers took them to separate coasts. But they remained in contact all those years, sharing their love for clothes, music and gossip magazines.

Feeling they would make good business partners, Robyn Sribhen White and Robin Boesch launched their first Y & I Clothing Boutique in the Marina district of San Francisco in 2006. With a success under their hat, they branched out to their home state and opened a store in Austin and then to Dallas this last summer.

The idea behind this retail concept is to have a wide variety of California- and Texas-style clothing that doesn't cost an arm and a leg.

The store's spare décor makes it easier to concentrate on the wide selection of dresses, pants, tops and accessories. There are lots of options from Joe's Jeans, C&C California, Sanctuary Clothing, Yumi Kim, Willow & Clay, Ella Moss, and John and Jean.

The two owners have also developed their own private line of wallet-friendly clothing that keeps up with fashion trends.

### NEW YORK

**Empellón Cocina**

105 First Ave.

(212) 780-0999

[www.empellon.com](http://www.empellon.com)

This new creation by chef Alan Stupak has gotten a lot of ink in the local magazines and newspapers of New York. Reviews have been so positive that the restaurant was on the list of the James Beard Foundation's "Best New Restaurants of 2013."

The East Village haunt is the sister restaurant to Empellón Taquería, also a Stupak creation, in the West Village. But the menus are quite different. Empellón Cocina has more small dishes and a smattering of tacos while Empellón Taquería hits the taco trail pretty heavily.

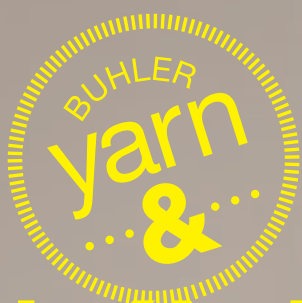
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Massimo Dutti

## Shop & Dine Continued from page 14

If you are expecting Mexican cuisine similar to what you would find in Latino-heavy California or Texas, forget about it. Stupak does his own interpretation, which is unlike any other Mexican cuisine you will find north of the border.

Guacamole is not just guacamole but mashed-up avocado with hints of pistachio or infused with sea urchin. Starters include roasted carrots covered with mole poblano, yogurt and watercress. Of course there is ceviche, but this is made with razor clams rather than fish. Another intriguing starter is squid mixed with mole sauce, potatoes and chorizo mayonnaise.

On the taco side of the menu, you can't go wrong with the sea-scallops tacos that come with caramelized cauliflower and a caper-raisin emulsion. Not too many people are serving short-rib tacos with pickled cabbage and mustard-seed salsa, an ode to German cuisine.

Like many great chefs, Stupak began his love for cooking as a teenager, when he convinced a restaurant owner he was older than he really was and got a gig as a prep cook at the age of 12 in his native Massachusetts. He later won a full scholarship to the Culinary Institute of Art. Eventually, he ended up as the pastry chef at Clio in Boston. But pastry was not enough, and Stupak took his culinary talents and expanded into Mexican cuisine with a twist.

**Massimo Dutti**  
689 Fifth Ave.  
(212) 371-2555  
[www.massimodutti.com](http://www.massimodutti.com)

Zara stores seem to be in every major U.S. city, but its more-up-scale sister store, Massimo Dutti, had been a stranger to this country.

That changed last October when Inditex, the Spanish parent company of both store chains, carved out a space for its first Massimo Dutti store in the United States.

The emporium wasn't too hard to set up. The space had been a prime Zara location on Fifth Avenue, but it is now filled with a selection of sophisticated but classic styles that won't deplete your bank account.

The new Massimo Dutti store, a brand that some compare to Banana Republic, is large, encompassing three floors and 13,670 square feet. The staff is attentive, even passing out small bottles of water to dehydrated shoppers, who often linger longer than they had expected.

The décor is elegant with hardwood floors underneath your feet and rich colors along the walls.

The collection of men's and women's attire is reminiscent of a time of well-dressed Spaniards walking down the streets of Madrid or Barcelona. Sweaters tend to be made of fine merino wool, shirt dresses made of silk, and summer pants made of linen. Denim jeans sell for under \$90.

This is the only Massimo Dutti store in all of New York, so take advantage of it.

## LAS VEGAS

**Hakkasan**  
MGM Grand Hotel & Casino  
(702) 891-7888  
[www.hakkasanlv.com](http://www.hakkasanlv.com)

Nobody does spectacular like the people in Las Vegas. Think of the Bellagio hotel with all those gushing water fountains doing aquatic dances to the strains of smaltzy music from the 1950s and 1960s.

Or the Mandalay Bay, with its various sandy beaches and swimming pools, one of which has a wave machine to simulate the ocean.

Now the MGM Grand Hotel & Casino is topping the restaurant scene with the recently opened Hakkasan, a five-story complex with four nightclub lounges and one modern Cantonese restaurant, helmed by Executive Chef Ho Chee Boon.

Four years in the making, this 80,000-square-foot palace replaces the former Studio 54 at the MGM.

The décor is all Chinoiserie with latticed woodwork situated in the right places to give guests their private dining space.

The menu is billed as contemporary Chinese cuisine. Appetizers include jellyfish and imitation-shark-fin salad. Main dishes vary from spicy sautéed chicken with eggplant to cod with champagne and Chinese honey. Then there is the braised



Hakkasan

whole abalone with oyster sauce and prawns with black bean sauce.

Hakkasan is a chain born in London in 2001. It has eateries in New York City, Miami, San Francisco, Mumbai, Dubai and Abu Dhabi. Now Las Vegas is on that list.

➔ Shop & Dine page 20

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Coterie



Khong River House



Alchemist

MICHAEL STAVARDIS

## Shop & Dine

Continued from page 19

### Coterie

515 E. Fremont St.  
(702) 685-7741

This new boutique is in an unusual spot. It won't be found on the tourist-popular Las Vegas strip. Instead, it is in the heart of downtown Las Vegas, which is undergoing a major renaissance now that a new performing-arts center has popped up. Zappos.com has plans to move its headquarters to the area in October.

Coterie was launched last summer by Sarah Nisporos, who has years of retail experience as a buyer at Fred Segal. Her take on fashion is to be hip but bohemian at the same time.

That is evident just by trying to find this unusual outpost. The store is located in a former check-cashing store whose sign was never removed.

Nisporos encourages people not only to shop but to drop in to chat, plug in a computer or share an idea. She says hearing about what people want most in life helps her dress them.

The clothes found in this casual space, decorated like a comfy living room, are not your run-of-the-mill labels found in most Main Street stores. But it is not about the weirdest either. Nisporos said it is all live-work-play apparel that covers every event. Labels include Lauren Moshi, LNA and Viereck.

### MIAMI

#### Khong River House

1661 Meridian Ave.  
(305) 763-8147  
[www.khongriver.com](http://www.khongriver.com)

You can take a vicarious journey to the north of Thailand by stopping off at the Khong River House, a delectable restaurant named for the Mekong River, which starts in Ti-

bet and flows through China, Laos, Cambodia, Myanmar, Thailand and Vietnam.

John Kunkel, the man behind the restaurant, spent nearly four years in northern Thailand, studying martial arts, before he returned to Florida to start his own small chain of restaurants, housed under the 50 Eggs business group.

Khong River House, once occupied by the eatery Miss Yip, has a rustic vibe. It is decorated like an Asian farmhouse with tall ceilings layered with corrugated zinc panels. Bare light bulbs hang from the ceiling as well as wicker birdcages.

Kunkel has turned the kitchen over to Executive Chef Piyarat Potha Arreeratn (also called Chef Bee). Chef Bee has infused the menu with everything great from the northern region of Thailand. That includes an array of tasty noodle dishes at only \$14. There is a thin rice noodle stir fry with minced pork, crispy tofu, chives and dried shrimp; a Burmese egg noodle with local vegetables;

and an udon-noodle stir fry.

Traditional dishes include a northeastern-style chopped pork salad, a northeastern-style jungle stew that consists of thinly sliced chicken on a red chili paste and curry broth served with long green beans, Thai eggplant and lemon basil leaves, char-grilled Thai eggplant with stirred fried pork, and a northeastern-style jungle stew that has thinly sliced chicken, long green beans, Thai eggplant in a curry broth (\$20).

The restaurant was one of the finalists for the James Beard Foundation's "Best New Restaurants of 2013."

### Alchemist

1109 Lincoln Road  
(305) 531-4815  
[www.shopalchemist.com](http://www.shopalchemist.com)

Shopping at the new Alchemist clothing store on Lincoln Road is like taking a tour of avant-garde modern architecture in Miami Beach.

Owners Roma and Erika Cohen hired architect Rene Gonzalez to come up with some wild ideas for a store, located on the ground floor of a parking structure. Gonzalez also decorated the first Alchemist clothing store, located on the building's fifth level, with floor-to-ceiling windows for an open-air look.

This new Alchemist fashion outlet is more like a cocoon with foam-wrapped ceilings and walls. The saw-toothed walls are accentuated by hidden LED light bands whose colors appear and disappear. The center of the store is dominated by eye-piercing bright-green plastic couches in a wild geometric shape designed by Zaha Hadid.

The store's selection of clothes is on the high end from designers such as Rick Owens, Céline, Dries Van Noten, Lydia Courteille and Givenchy. In this new center of retail chic, the Cohens have branched out and added skincare products, fragrances and books. ●

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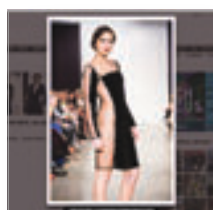
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# International Trade Show Calendar



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**May 10**  
**ChibiDue**  
Milan, Italy  
Through May 13

**May 14**  
**Modama**  
Guadalajara, Mexico  
Through May 16

**LeShow**  
Moscow  
Through May 16

**May 15**  
**Luxe Pack**  
New York  
Through May 16

**Surf Summit 16**  
San Jose del Cabo, Mexico  
Through May 18

**May 16**  
**International Jewelry Fair/General Merchandise Show**  
New Orleans  
Through May 19

**May 19**  
**Surtex**  
New York  
Through May 21

**May 20**  
**MosShoes**  
Moscow  
Through May 23

**May 21**  
**Apparel Sourcing Show**  
Guatemala City  
Through May 23

**May 22**  
**Denim by Première Vision**  
Paris  
Through May 23

**May 24**  
**Fit Expo**  
Poznań, Poland  
Through May 26

**May 28**  
**China Sourcing Fair (Garments and Textiles)**  
Dubai  
Through May 30

**May 29**  
**FIG**  
Dallas  
Through May 31

**Shoes & Leather Guangzhou**  
Guangzhou, China  
Through May 31



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**Fashion Market Northern California** is celebrating its sixth year at the San Mateo Event Center with its upcoming Markets—June 23–25, Aug. 25–27, and Oct. 20–22. The easy-to-shop Fashion Market is the largest open-booth show on the West Coast, with over 2,000 clothing and accessories lines. Our exhibitors are from every category: European to contemporary to updated to juniors lines, plus a wide range of classic to trend accessories. Every market offers complimentary continental breakfast, lunch coupons for buyers, and coffee and cookies in the afternoon—another plus! Also, Tuesday offers retailers free early-bird parking before 10 a.m. The buzz is this is the show to attend! The San Mateo Exhibit Center is a convenient location approximately 10 miles south of SFO, easily serving all of Northern California, Northwestern and Rocky Mountain states' retailers. Visit our new website with expanded, easy-to-use show and exhibitor information. (415) 328-1221, [info@fashionmarketnorcal.com](mailto:info@fashionmarketnorcal.com)  
[www.fashionmarketnorcal.com](http://www.fashionmarketnorcal.com)

**May 30**  
**Dallas Apparel & Accessories Market**  
Dallas  
Through June 2

**Couture**  
Las Vegas  
Through June 1

**The NBM Show**  
Indianapolis  
Through June 1

**June 1**  
**Norton's Apparel, Jewelry & Gift Market**  
Gatlinburg, Tenn.  
Through June 3

**June 2**  
**Denver Apparel & Accessory Market**  
Denver  
Through June 4

**Coast Show**  
Miami  
Through June 3

**The Deerfield Show**  
Deerfield, Ill.  
Through June 3

**Travelers Show**  
Philadelphia  
Through June 3

**NW Trend Show**  
Seattle  
Through June 4

**Chicago Apparel & Accessories Market**  
Chicago  
Through June 4

**ITMA Showtime**  
High Point, N.C.  
Through June 5


**June 5**  
**Tissu Premier**  
Lille, France  
Through June 6

**Connections**  
New York  
Through June 6

**New York Shoe Expo**  
New York  
Through June 7



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**The Footwear Show**  
New York  
Through June 7

**June 6**  
**Atlanta Apparel Market**  
Atlanta  
Through June 9

**June 9**  
**Los Angeles Fashion Market**  
Los Angeles  
Through June 13

**Designers and Agents**  
Los Angeles  
Through June 12

**Select**  
Los Angeles  
Through June 12

**Transit**  
Los Angeles  
Through June 12

**Gift & Home Market**  
Los Angeles  
Through June 13

**L.A. Kids' Market**  
Los Angeles  
Through June 13

**Texprocess**  
Frankfurt, Germany  
Through June 13

**Northstar Fashion Exhibitors**  
St. Paul, Minn.  
Through June 10

**New England Apparel Club**  
Marlboro, Mass.  
Through June 12

**Fukuoka International Gift Show**  
Fukuoka City, Japan  
Through June 12

**June 12**  
**NRF Loss Prevention Conference & Expo**  
San Diego  
Through June 14



The **Denver Mart's** Apparel and Accessories shows are the gateway to the Rocky Mountains' fashion industry; with six Apparel Markets annually, we are the “go-to destination” for the discerning retailer of women's, children's and men's apparel, and footwear, as well as fine and fashion jewelry and accessories. Source for new lines and the latest trends; enjoy our friendly service, complimentary luncheons, dinners, fashion shows, seminars and other events—all produced to inform, inspire, provide market insight and overviews, as well as networking opportunities. 2013 Show Dates: June 2–4, Aug. 23–26, Oct. 18–21. Contact [apparel@denvermart.com](mailto:apparel@denvermart.com), call (800) 289-6278 or visit [www.denvermart.com](http://www.denvermart.com). Note: June show held in conjunction with Denver Market Days (Gift Market), August show is held in conjunction with The Denver Gift, Home, Jewelry & Resort Show—providing additional exposure, resources, and opportunities.



July 16 - 18, 2013  
Javits Convention Center  
New York, NY

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## PREMIÈREVISION

The next edition of **Première Vision**, the World's Premier Fabric Show, will be held Sept. 17–19 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 Autumn/Winter 2014–15. A hub for business and inspiration. Next Première Vision shows will take place July 10–11 in Sao Paulo, Brazil, and July 22–23 in New York. [www.premierevision.com](http://www.premierevision.com)

### June 15

**Expo Riva Schuh**  
Riva del Garda, Italy  
Through June 18

### June 16

**Bubble London**  
London  
Through June 17

### June 17

**Comocrea**  
Cernobbio, Italy  
Through June 18

### CALA

San Francisco  
Through June 18

### Travelers Show

Baltimore  
Through June 18

### The Metropolitan New York Shoe, Footwear & Accessories Market

New York  
Through June 18

### June 18

#### Licensing International Expo

Las Vegas  
Through June 20

#### Pitti Immagine W

Florence, Italy  
Through June 21

#### Pitti Immagine Uomo

Florence, Italy  
Through June 21

### June 19

#### Dallas Total Home & Gift Market

Dallas  
Through June 25

### June 20

#### Asia's Fashion Jewellery & Accessories Fair

Hong Kong  
Through June 23

#### Hong Kong International Gold, Jewellery & Gem Fair

Hong Kong  
Through June 23

### June 21

#### Fashion Splash

Los Angeles

#### Si Sposaitalia Collezioni

Milan, Italy  
Through June 24

### June 22

#### White

Milan, Italy  
Through June 24

## apparelsourcing

The **International Apparel Sourcing Show** offers apparel brands, retailers, wholesalers and independent design firms a dedicated sourcing marketplace for finding the best domestic and international apparel manufacturers. It is the only event on the East Coast to focus on sourcing finished apparel, contract manufacturing, and private-label development. The event will be co-located with Texworld USA and held July 16–18, 2013, at the Javits Center in New York City. Texworld USA is the largest sourcing event in North America for apparel fabric buyers, R&D and product development specialists, designers, merchandisers, and overseas sourcing professionals. Meet directly with a wide range of manufacturers from Asia, the Middle East, North America, and many other regions from around the globe. The event will be held July 16–18, 2013, at the Javits Center in New York City. [www.apparelsourcingshow.com](http://www.apparelsourcingshow.com) and [www.texworldusa.com](http://www.texworldusa.com)



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### GTS Florida Expo

Orlando, Fla.  
Through June 24

### June 23

#### Fashion Market Northern California

San Mateo, Calif.  
Through June 25

#### Metro-Michigan Women's Wear

Livonia, Mich.  
Through June 24

#### Travelers Show

Pittsburgh  
Through June 25

### June 24

#### CALA

Denver  
Through June 25

### June 25

#### China Sourcing Fair (Fashion Accessories; Garments and Textiles)

Miami  
Through June 27

#### India Sourcing Fair

Miami  
Through June 27

### June 26

#### Men's Fashion

Paris  
Through June 30

#### WWSRA

Denver  
Through June 28

### June 27

#### Pitti Immagine Bimbo

Florence, Italy  
Through June 29

#### 24th China Watch Fair

Shenzhen, China  
Through June 30

### June 28

#### (capsule)

Paris  
Through June 30

### June 29

#### Tranoi

Paris  
Through July 1

### June 30

#### SMOTA

Fort Lauderdale, Fla.  
Through July 2

### July 1

#### Haute Couture

Paris  
Through July 4

### July 2

#### (capsule)

Berlin  
Through July 3



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**Indigo** reveals the best in creative textile and surface designs Sept. 17–19 in Paris, Parc d'Expositions de Paris-Nord Villepinte, Hall 5. Discover a selection of 190 exhibitors, original design concepts, and the Indigo influences wall, presenting the seasonal trends. Other Indigo dates are July 22–23 in New York for the fashion edition and Sept. 10–12 in Brussels with the home edition of the show. [www.indigo-salon.com](http://www.indigo-salon.com)

#### Bread and Butter

Berlin  
Through July 4

#### Premium

Berlin  
Through July 4

#### Seek

Berlin  
Through July 4

#### Panorama

Berlin  
Through July 4

#### Pitti Immagine Filati

Florence, Italy  
Through July 5

### July 4

#### International Yarn & Fabric Show

Chennai, India  
Through July 6

#### Dye+Chem International Expo

Chennai, India  
Through July 6

### July 6

#### Amsterdam International Fashion Weekend

Amsterdam  
Through July 7

#### Playtime

Paris  
Through July 8

#### Mode City

Paris  
Through July 8

#### Interfilière

Paris  
Through July 8

#### Première Classe

Paris  
Through July 9

### July 7

#### Munich Fashion Men

Through July 9

#### Fatex

Paris  
Through July 9

#### Chic

Coventry, U.K.  
Through July 9

### July 8

#### Hong Kong Fashion Week

Hong Kong  
Through July 11

### July 9

#### Kingpins

Los Angeles  
Through July 10

### July 10

#### Première Vision Brasil

Sao Paulo  
Through July 11

#### Agenda

New York  
Through July 11



The **Salon Allure** Show, now in its 4th year, will take place Saturday, July 20th through Tuesday, July 23rd on the 4th Floor of the W South Beach. 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 industry attendees. Each of the 34 participating brands will be featured in private studios and suites. The four-day event will showcase many leading design brands, such as Acacia, 6 Shore Road and Mikoh Swimwear. Industry Miami Swim Week attendees are invited to join Salon Allure designers for happy hour events in the Salon Allure 4th Floor Press Lounge from 4:30 p.m. to 6:00 p.m. on Saturday, July 20th and Sunday, July 21st. For more details on the show schedule or to register, please go to [www.salonallure-online.com](http://www.salonallure-online.com).

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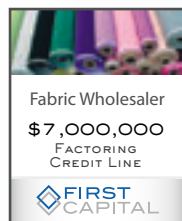
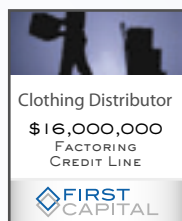
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**The Atlanta International Gift & Home Furnishings Market**  
Atlanta  
Through July 17

**July 11**  
**Intertextile Pavilion**  
Shenzhen, China  
Through July 13

**July 12**  
**Franca!**  
Sao Paulo  
Through July 12

**July 14**  
**Modefabriek**  
Amsterdam  
Through July 15

**July 15**  
**India International Garment Fair**  
New Delhi  
Through July 17

**July 16**  
**Texworld USA**  
**International Apparel Sourcing Show**  
New York  
Through July 18

**Kingpins**  
New York  
Through July 17

**Launch LA**  
Santa Monica, Calif.  
Through July 17

**The ASI Show**  
Chicago  
Through July 18

**SpinExpo**  
New York  
Through July 18

**Gift & Home Market**  
Los Angeles  
Through July 23

**July 17**  
**L.A. Mart Gift & Home Market**  
Los Angeles  
Through July 22

**London Textile Fair**  
London  
Through July 18


**July 18**  
**Mercedes-Benz Fashion Week**  
Miami Beach, Fla.  
Through July 22

**The Chicago Market: Living and Giving**  
Chicago  
Through July 23

**Washington, D.C., International Textile Expo**  
Washington, D.C.  
Through July 20

**The NBM Show**  
Long Beach, Calif.  
Through July 20

**Jewelry, Fashion & Accessories Show**  
Rosemont, Ill.  
Through July 21



**Liberty Fairs**, the new brainchild of Sam Ben-Avraham, ushers in a new era in fashion trade events. Its unparalleled commitment to community, service, education, and innovation results in a 360-degree commerce-centric platform that propels the industry forward. It showcases the world's best brands and attracts the best buyers with a focus on curation, exploration, education, and brand storytelling. Upcoming dates are July 22–23 in New York Aug. 19–21 in Las Vegas.  
<http://libertyfairs.com>



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

**July 19**  
**Premium Order**  
Dusseldorf, Germany  
Through July 22

**California Gift Show**  
Los Angeles  
Through July 22

**Intermoda**  
Guadalajara, Mexico  
Through July 19

**July 20**  
**SwimShow**  
Miami  
Through July 23

**Salon Allure**  
Miami  
Through July 23

**Designer Forum**  
New York  
Through July 22

**July 21**  
**Project**  
New York  
Through July 23

**MRket**  
New York  
Through July 23

**D&A Man**  
New York  
Through July 23

**Philadelphia Gift Show**  
Oaks, Penn.  
Through July 24

**July 22**  
**Première Vision**  
New York  
Through July 23

**Liberty**  
New York  
Through July 23

**Indigo**  
New York  
Through July 23

**(capsule)**  
New York  
Through July 23

**Printsource**  
New York  
Through July 23

**July 23**  
**Stitch**  
London  
Through July 24

**July 24**  
**View**  
Los Angeles  
Through July 27

**July 25**  
**Agenda**  
Long Beach, Calif.  
Through July 26



**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 breadth 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. (800) 248-3240  
[www.CITFactoringUniversity.com](http://www.CITFactoringUniversity.com)



The **OFFPRICE Show** in Las Vegas serves the retail industry as a dynamic order-writing show that connects apparel retail buyers with the leading off-price specialists carrying 20 to 70 percent below wholesale prices on clothing, accessories, footwear, and more. Taking place at the Sands Expo at Venetian/Palazzo Aug. 17–20, with over 500 exhibitors throughout the 130,000 square-foot show floor, attracting more than 11,000 industry professionals, it is the largest off-price show in the country. Many national and regional retailers—such as Con-way, Citi Trends, and Beall's—actively shop each and every OFFPRICE Show. No matter what kind of the latest fashions you're seeking—men's, women's, children's, accessories, or swimwear—you'll find it all at the OFFPRICE Show! For more information, check out [OffPriceShow.com](http://OffPriceShow.com).

**July 27**  
**Orlando Gift Show**  
Orlando, Fla.  
Through July 29

**San Francisco International Gift Fair**  
San Francisco  
Through July 30

**July 28**  
**JA New York**  
New York  
Through July 30

**July 30**  
**International Footwear & Leather Show**  
Bogota  
Through Aug. 2

**Aug. 1**  
**Outdoor Retailer**  
Salt Lake City  
Through Aug. 4

**ABC-Salon**  
Munich, Germany  
Through Aug. 30

**Aug. 3**  
**Dallas Men's Show**  
Dallas  
Through Aug. 5

**Playtime**  
New York  
Through Aug. 5

**InNaTex**  
Frankfurt, Germany  
Through Aug. 5

**Wasche Und Mehr**  
Köln, Germany  
Through Aug. 5

**Westcoast Trend Show**  
Los Angeles  
Through Aug. 5

**ASD Las Vegas**  
Las Vegas  
Through Aug. 7

**Aug. 4**  
**CurveNY**  
New York  
Through Aug. 6

**Accessories The Show**  
New York  
Through Aug. 6

**Fame**  
New York  
Through Aug. 6

**Moda Manhattan**  
New York  
Through Aug. 6

**Pure London**  
London  
Through Aug. 6

**Children's Club**  
New York  
Through Aug. 6

**Accessorie Circuit**  
New York  
Through Aug. 6

**Imprinted Sportswear Shows**  
Las Vegas  
Through Aug. 6

**Intermezzo Collections**  
New York  
Through Aug. 6

**Nouveau Collective**  
New York  
Through Aug. 6

**Aug. 5**  
**Los Angeles Fashion Market**  
Los Angeles  
Through Aug. 8

**Select**  
Los Angeles  
Through Aug. 7

**Transit**  
Los Angeles  
Through Aug. 7



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L.A. Kids' Market

Los Angeles  
Through Aug. 8

Gift & Home Market

Los Angeles  
Through Aug. 8

The Footwear Show

New York  
Through Aug. 7

New York Shoe Expo

New York  
Through Aug. 7

Aug. 8

Vision

Copenhagen  
Through Aug. 10

Copenhagen International Fashion Fair

Copenhagen  
Through Aug. 11

Atlanta Apparel Market

Atlanta  
Through Aug. 12

Aug. 10

Premium Order

Munich, Germany  
Through Aug. 13

Kidz at Stylemax

Chicago  
Through Aug. 12

Stylemax

Chicago  
Through Aug. 12

GTS Jewelry & Accessories Expo

Greensboro, N.C.  
Through Aug. 12

# MAGIC

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



CURVExpo is the only show in North America solely dedicated to designer Lingerie, Swimwear & Men's Underwear. CURVExpo will be presenting Spring/Summer 2014 collections of over 350 brands at CURVENY New York on Aug. 4, 5 & 6, 2013, at the Javits Center North & CURVENV Las Vegas Aug. 19 & 20, 2013, at the Venetian Hotel. For more information, visit [www.curvexpo.com](http://www.curvexpo.com) or call us (212) 993-8585.

Munich Fashion Women

Munich  
Through Aug. 13

Midwest Children's Apparel Group

Deerfield, Ill.  
Through Aug. 13

Aug. 11

Chicago Collective

Chicago  
Through Aug. 13

Moda

Birmingham, U.K.  
Through Aug. 13

Mode Accessories

Toronto  
Through Aug. 13

NW Trend Show

Seattle  
Through Aug. 13

Toronto Gift Show

Toronto  
Through Aug. 14

Aug. 12

Swim Collective

Huntington Beach, Calif.  
Through Aug. 13

Aug. 13

Kingpins

Hong Kong  
Through Aug. 14

Aug. 14

Denver Apparel & Accessory Market

Denver  
Through Aug. 17

Dallas Apparel & Accessories Market

Dallas  
Through Aug. 17

FIG

Dallas  
Through Aug. 16

Aug. 17

OffPrice

Las Vegas  
Through Aug. 20

Memphis Gift & Jewelry Show

Memphis  
Through Aug. 19

Atlanta Shoe Market

Atlanta  
Through Aug. 19

Seattle Gift Show

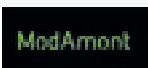
Seattle  
Through Aug. 20

International Gift Fair

New York  
Through Aug. 21



COAST SHOWS will launch its inaugural event in Manhattan Sept. 16–17, 2013, at Stage 37, located at 508 W. 37th St., just adjacent to the Javits Center. COAST has been successfully orchestrating hugely successful events in Miami since its launch in January 2007. Coast has built its reputation on showcasing only the most desired brands and notable multi-line showrooms in the market. For retailers, this means attending the shows is time well spent. The careful editing and selection process established by COAST takes a lot of the guess work out of the game for retailers. Likewise, the brands enjoy being shown in an exclusive environment of "like" brands and top showrooms. According to President and founder of COAST shows Karen Bennett, "The tremendous success of COAST in Miami is due to a careful merging of the best directional contemporary brands and the leading East and West Coast multi-brand showrooms showing to an exclusive roster of discerning retailers that know and understand exactly what their customers are looking for and don't feel the necessity to walk oversized shows." (646) 568-3541, [www.coastshows.com](http://www.coastshows.com), [denise@coastshows.com](mailto:denise@coastshows.com)



ModAmont, the international trade show of trimming and supplies for fashion and design, gathers twice a year in Paris about 290 international exhibitors proposing a collection of buttons, buckles, textile and metallic trims, labels, packaging, components for jewelry, and also more than 22,000 buyers looking for creative and innovative products. ModAmont takes place Sept. 17–19 at Paris-Nord Villepinte. As for this next edition, the show will now leave Hall 3 to settle in Hall 4. [visiteurs@modamont.com](http://visiteurs@modamont.com) or [www.modamont.com](http://www.modamont.com)

Aug. 18

Sourcing at MAGIC

Las Vegas  
Through Aug. 21

Trendz

Palm Beach, Fla.  
Through Aug. 20

STYL/KABO

Brno, Czech Republic  
Through Aug. 20

Alberta Gift Show

Northlands, Edmonton  
Through Aug. 21

WSA@MAGIC

Las Vegas  
Through Aug. 21

Aug. 19

MAGIC

Las Vegas  
Through Aug. 21

Project

Las Vegas  
Through Aug. 21

Pooltradeshow

Las Vegas  
Through Aug. 21

ISAM

Las Vegas  
Through Aug. 21

ENKVegas

Las Vegas  
Through Aug. 21

WWDMAGIC

Las Vegas  
Through Aug. 21

FN Platform

Las Vegas  
Through Aug. 21

The Tents @ Project

Las Vegas  
Through Aug. 21

Project MVMT

Las Vegas  
Through Aug. 21

MAGIC Men's

Las Vegas  
Through Aug. 21

Liberty

Las Vegas  
Through Aug. 21

Agenda

Las Vegas  
Through Aug. 20

Stitch

Las Vegas  
Through Aug. 21

MRket

Las Vegas  
Through Aug. 21

Accessories The Show

Las Vegas  
Through Aug. 21

(capsule)

Las Vegas  
Through Aug. 20

CurveNV

Las Vegas  
Through Aug. 20

WWIN

Las Vegas  
Through Aug. 22

KIDShow

Las Vegas  
Through Aug. 21

Coast Show

Miami  
Through Aug. 20

Aug. 20

PGA Expo

Las Vegas  
Through Aug. 21

Aug. 22

Denver Gift, Home, Jewelry & Resort Show

Denver  
Through Aug. 26

Aug. 23

Denver Apparel & Accessory Market

Denver  
Through Aug. 26

Jewelry, Fashion & Accessories Show

Schaumburg, Ill.  
Through Aug. 25

New Orleans Gift & Jewelry Show

New Orleans  
Through Aug. 26

Aug. 24

Fort Lauderdale Gift Show

Fort Lauderdale, Fla.  
Through Aug. 27

Aug. 25

Fashion Market Northern California

San Mateo, Calif.  
Through Aug. 27

Michigan Shoe Market

Livonia, Mich.  
Through Aug. 26

Australian Shoe Fair

Melbourne  
Through Aug. 27

Bags & Accessories Fair

Melbourne  
Through Aug. 27

Fashion Exposed

Melbourne  
Through Aug. 27

Northstar Fashion Exhibitors

St. Paul, Minn.  
Through Aug. 27



Modern Assembly—the alliance between the Agenda, AccessoriesTheShow, Capsule, Liberty, MRket, and Stitch apparel and accessory shows in Las Vegas—seeks to offer an unparalleled experience that values and promotes brand selection, merchandising, a high level of customer service, and a pooling of resources for better business. An unprecedented, forward-thinking approach built on old-fashioned values, Modern Assembly was conceived to benefit the industry at large. Cooperation, at the heart of the alliance, will allow for an improved forum for more than 2,500 of the world's most exciting men's and women's clothing and accessory brands to meet with North America's largest audience of fashion retailers. Upcoming show dates are Aug. 19–21 in Las Vegas at the Sands Expo. [www.themodernassembly.com](http://www.themodernassembly.com)

# indigo

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INDIGO BRUSSELS HOME EDITION

Brussels Expo  
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INDIGO PARIS FASHION EDITION

Paris Nord Villepinte  
17 - 19 September 2013

[indigo-salon.com](http://indigo-salon.com)

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[modamont.com](http://modamont.com)

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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. 23–25, 2013, at Bally's Hotel & Casino in Las Vegas. Visit our website for updated information on future shows. (516) 596-3937 [www.textileshows.com](http://www.textileshows.com)

**Toronto Shoe Show**  
Toronto  
Through Aug. 27  
**Montreal Gift Show**  
Montreal  
Through Aug. 28  
**New England Apparel Club**  
Marlboro, Mass.  
Through Aug.28

**Aug. 26**  
**CALA**  
San Francisco  
Through Aug. 27  
**Vegas Bridal**  
Las Vegas  
Through Aug. 28  
**Aug. 27**  
**Playtime**  
Tokyo  
Through Aug. 29

**Aug. 28**  
**SAPICA**  
Leon, Mexico  
Through Aug. 31

**Aug. 29**  
**SIMM**  
Madrid  
Through Aug. 31

**Sept. TBA**  
**Première Vision**  
Moscow

**Sept. 1**  
**The Ledge**  
London  
Through Sept. 3

**Sept. 3**  
**NE Apparel & Footwear Materials Show**  
Danvers, Mass.  
Through Sept. 4  
**Next Season**  
Poznan, Poland  
Through Sept. 5  
**Fast Fashion**  
Poznan, Poland  
Through Sept. 5  
**SpinExpo**  
Shanghai  
Through Sept. 5  
**Montreal Fashion Week**  
Montreal  
Through Sept. 6

**Sept. 4**  
**International Gift Show**  
Tokyo  
Through Sept. 5  
**All China Leather Exhibition**  
Shanghai  
Through Sept. 6  
**CPM**  
Moscow  
Through Sept. 7  
**Trend Selection**  
New York  
Through Sept. 5  
**Sept. 5**  
**Mercedes-Benz Fashion Week**  
New York  
Through Sept. 12  
**Dye+Chem International Expo**  
Dhaka, Bangladesh  
Through Sept. 8



**Surf Expo** takes place twice a year in Orlando, Fla., and offers more than 4,000 lines in the resort, swim, boutique, surf, skate, and lifestyle 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 shows will be held at the Orange County Convention Center, Sept. 6–8. For more information, visit [www.surfexpo.com](http://www.surfexpo.com).



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

**International Yarn & Fabric Show**  
Dhaka, Bangladesh  
Through Sept. 8  
**Trends The Apparel Show**  
Edmonton, Canada  
Through Sept. 9  
**Fashion's Night Out**  
Nationwide, including Los Angeles and New York

**Sept. 6**  
**Surf Expo**  
Orlando, Fla.  
Through Sept. 8  
**Northwest Shoe Travelers Market**  
Shakopee, Minn.  
Through Sept. 8  
**International Western/English Apparel & Equipment Market**  
Denver  
Through Sept. 9

**Sept. 7**  
**Norton's Apparel, Jewelry & Gift Market**  
Gatlinburg, Tenn.  
Through Sept. 9  
**Dallas Total Home & Gift Market**  
Dallas  
Through Sept. 9  
**Boston Collective**  
Boxborough, Mass.  
Through Sept. 10

**Sept. 8**  
**Dallas Bridal Market**  
Dallas  
Through Sept. 10  
**ASD**  
New York  
Through Sept. 9

**Metro-Michigan Women's Wear**  
Livonia, Mich.  
Through Sept. 9  
**Manchester Gift Show**  
Coventry, U.K.  
Through Sept. 10  
**Modacalzado + Iberpiel**  
Madrid  
Through Sept. 10  
**SMOTA**  
Fort Lauderdale, Fla.  
Through Sept. 10  
**The Profile Show**  
Toronto  
Through Sept. 11

**Sept. 9**  
**NOLCHA Fashion Week**  
New York  
Through Sept. 12  
**London Garments Expo**  
London  
Through Sept. 11

**Sept. 10**  
**Anteprima**  
Milan, Italy  
Through Sept. 11  
**NW Apparel & Footwear Materials Show**  
Portland, Ore.  
Through Sept. 11  
**Anteprima**  
Milan, Italy  
Through Sept. 11  
**Shirt Avenue**  
Milan, Italy  
Through Sept. 12  
**Milano Unica**  
Milan, Italy  
Through Sept. 12



The **PGA Expo** returns to the popular Venetian Resort-Hotel-Casino in Las Vegas, Nevada, to co-locate again with the MRket and MODA shows during the 2013 Las Vegas "fashion week." Source new merchandise from some 200-plus vendors; pre-view Spring 2014 golf, resort and casual apparel lines; network among peers at free networking events; and take part in apparel designer panels, retailer seminars, and more. Register free at [www.pgaexpo.com/next](http://www.pgaexpo.com/next).



**Sun State Trade Shows, LLC**, is a company that organizes and promotes wholesale trade shows in Mesa, Arizona (for January Market), and Phoenix, Arizona, and San Diego, California. We feature clothing lines for missy, junior, and contemporary sizes: petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate to better price range. Upcoming show dates are Sept. 29–Oct. 1 (Arizona Apparel, Accessories, Shoes & Gift Show at the Phoenix Convention Center) and Oct. 28–30 (San Diego Apparel, Accessories, Shoes & Gift Show at the Town & Country Resort & Convention Center). For more information, visit [www.arizonaapparelshow.com](http://www.arizonaapparelshow.com) or [www.sandiegoapparelshow.com](http://www.sandiegoapparelshow.com) or email [info@arizonaapparelshow.com](mailto:info@arizonaapparelshow.com) or [chinds@sandiegoapparelshow.com](mailto:chinds@sandiegoapparelshow.com).

**Indigo**  
Brussels  
Through Sept. 12  
**Ideabiella**  
Milan, Italy  
Through Sept. 12

**Sept. 11**  
**Global Shoes (GDS)**  
Dusseldorf, Germany  
Through Sept. 13  
**rooms27**  
Tokyo  
Through Sept. 13  
**Asia's Fashion Jewellery & Accessories Fair**  
Hong Kong  
Through Sept. 14  
**Giftrends Madrid**  
Madrid  
Through Sept. 16  
**Hong Kong International Gold, Jewellery & Gem Fair**  
Hong Kong  
Through Sept. 17  
**Ready to Show**  
Milan, Italy  
Through Sept. 13

**Sept. 13**  
**Hawaii Market Merchandise Expo**  
Honolulu  
Through Sept. 15  
**London Fashion Week**  
London  
Through Sept. 17

**Sept. 14**  
**GTS Florida Expo**  
Orlando, Fla.  
Through Sept. 16

**Sept. 15**  
**The Deerfield Show**  
Deerfield, Ill.  
Through Sept. 16

**Mipel**  
Milan, Italy  
Through Sept. 16  
**Designers at the Jumeirah Essex House**  
New York  
Through Sept. 17  
**Micam Shoeevent**  
Milan, Italy  
Through Sept. 18

**Sept. 16**  
**Texworld**  
Paris  
Through Sept. 19



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- 2012** • Dec. SBA 7(a) lending ranked No. 18 nationwide  
• Aug. Opened San Gabriel Valley Home Mortgage Office  
• Apr. Completed a \$26.6 million securitization: Sunnie Kim named Ernst & Young Entrepreneur of the Year in SoCal Financial Services  
• Feb. Opened Mortgage Call Centers in Orange County and Los Angeles
- 2011** • Dec. SBA 7(a) lending ranked No. 22 nationwide; reached \$1.9 billion in factoring volume  
• Oct. Became a HUD (FHA) approved lender
- 2010** • Dec. Reached \$1.6 billion in factoring volume, ranked in top 10 nationwide  
• Sept. SBA 7(a) lending ranked No. 33 nationwide  
• Jun. Started Mortgage Banking
- 2008** • May. Opened Northwest Regional Office in Seattle  
• Sept. Received the Preferred Lenders Program (PLP) status with Small Business Administration (SBA)
- 2007** • Apr. Obtained SBA lending license
- 2006** • Dec. Reached \$1.2 billion in factoring volume, ranking in the top 10 nationwide  
• Jun. Secured Private Label Commercial Letter of Credit Services  
• Apr. Secured revolving financing facility
- 2005** • Apr. 10th Anniversary of Hana Financial, Inc.
- 2004** • Dec. Launched web based version of the proprietary e-Factoring system  
• Jul. Partnership agreement with Korea Export & Import Bank, Seoul, Korea  
• Apr. Became a member of Factors Chain International (FCI)
- 2003** • Feb. Opened East Coast Office in Fort Lee, New Jersey  
• Jan. Sunnie Kim appointed as the new CEO
- 1998** • Apr. Implemented Hana's proprietary factoring system
- 1995** • Apr. Began formal business operations
- 1994** • Aug. Founded and incorporated by Charles Kim and Sunnie S. Kim

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#### Designers and Agents

New York  
Through Sept. 18

#### Coeur

New York  
Through Sept. 17

#### Coast

New York  
Through Sept. 17

#### Sept. 17

#### Première Vision

Paris  
Through Sept. 19

#### Modamont

Paris  
Through Sept. 19

#### Expofil

Paris  
Through Sept. 19

#### Indigo

Paris  
Through Sept. 19

#### ZOOM by Fatex

Paris  
Through Sept. 19

#### Footwear & Accessories Market

Secaucus, N.J.  
Through June 18

#### Indiana Women's Apparel Club

Indianapolis  
Through Sept. 18

#### Fashion Coterie

New York  
Through Sept. 19

#### Le Cuir a Paris

Paris  
Through Sept. 19

#### Sole Commerce

New York  
Through Sept. 19

#### TMRW

New York  
Through Sept. 19

#### Sept. 18

#### AYSAT

Istanbul  
Through Sept. 21

#### The Chicago Market: Living and Giving

Chicago

Through Sept. 19

#### Milano Moda Donna

Milan, Italy  
Through Sept. 24

#### Sept. 19

#### World Retail Congress

Singapore  
Through Sept. 21

#### The NBM Show

Philadelphia  
Through Sept. 21

#### Sept. 20

#### Arizona Apparel, Accessories, Shoes & Gift Show

Phoenix  
Through Oct. 1

#### Billings Market Association

Billings, Montana  
Through Sept. 22

#### Sept. 21

#### I.L.M. International Leather Goods Fair

Offenbach, Germany  
Through Sept. 23

#### White

Milan, Italy  
Through Sept. 23

#### Mi Milano Pret-a-Porter

Milan, Italy  
Through Sept. 23

#### Sept. 22

#### Gift & Home Market

Los Angeles  
Through Sept. 24

#### Moda Manhattan

New York  
Through Sept. 24

#### Accessories The Show

New York  
Through Sept. 24

#### Nouveau Collective

New York  
Through Sept. 24



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#### Fame

New York  
Through Sept. 24

#### OffPrice Show

London  
Through Sept. 23

#### Sept. 23

#### The Source/International Textiles Expo

Las Vegas  
Through Sept. 25

#### Las Vegas International Lingerie Show

Las Vegas  
Through Sept. 25

#### MosShoes

Moscow  
Through Sept. 28

#### DC Fashion Week

Washington, D.C.  
Through Sept. 29

#### Sept. 24

#### New England Apparel Club

Syracuse, N.Y.  
Through Sept. 30

#### Kansas City Apparel & Accessory Market

Kansas City  
Through Sept. 25

#### Ready to Wear

Paris  
Through Oct. 3

#### Sept. 25

#### IFJAG

Orlando, Fla.  
Through Sept. 29

#### Osaka International Gift Show

Osaka, Japan  
Through Sept. 26



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#### IWAC Michigan Clare Apparel Group

Clare, Mich.  
Through Sept. 26

#### Interstoff Asia Essential

Hong Kong  
Through Sept. 29

#### Fashion Access

Hong Kong  
Through Sept. 27

#### Sept. 26

#### Imprinted Sportswear Shows

Fort Worth, Texas  
Through Sept. 28

#### Sept. 27

#### Designers and Agents

Paris  
Through Sept. 30

#### Première Classe

Paris  
Through Sept. 30

#### Tranoi

Paris  
Through Sept. 30

#### Paris Sur Mode

Paris  
Through Sept. 30

#### (capsule)

Paris  
Through Sept. 29

#### Sept. 28

#### National Bridal Market

Chicago  
Through Oct. 1

#### Sept. 29

#### Arizona Apparel, Accessories, Shoe & Gift Show

Phoenix  
Through Oct. 1

#### Syracuse Super Show

Syracuse, N.Y.  
Through Sept. 30

#### L.A. Mart Gift & Home Market

Los Angeles  
Through Oct. 1

#### Midwest Children's Apparel Group

Livonia, Mich.  
Through Oct. 1

#### New England Apparel Club

Marlboro, Mass.  
Through Sept. 30

#### Sept. 30

#### Los Angeles International Textile Show

Los Angeles  
Through Oct. 2

#### Oct. 2

#### TRU Show

Honolulu  
Through Oct. 3

#### Oct. 3

#### Midwest Children's Apparel Group

Indianapolis  
Through Oct. 4

#### Techtextil India

Mumbai, India  
Through Oct. 5



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## International Trade Show Calendar

Continued from page 27

**Oct. 5**

**GTS Jewelry & Accessories Expo**  
Greensboro, N.C.  
Through Oct. 7

**Oct. 6**

**Children's Club**  
New York  
Through Oct. 8

**Travelers Show**

Philadelphia  
Through Oct. 8

**NW Trend Show**

Seattle  
Through Oct. 8

**Oct. 7**

**L.A. Majors Market**

Los Angeles  
Through Oct. 9

**Nor-Cal Apparel & Footwear Show**

San Francisco  
Through Oct. 10

**Oct. 8**

**Lineapelle**

Bologna  
Through Oct. 10

**JITAC European Textile Fair**

Tokyo  
Through Oct. 10

**Oct. 9**

**FILO**

Milan, Italy  
Through Oct. 10

**Oct. 13**

**Travelers Show**

Baltimore  
Through Oct. 14

**Oct. 14**

**Los Angeles Fashion Market**

Los Angeles  
Through Oct. 17

**Designers and Agents**

Los Angeles  
Through Oct. 16

**Transit**

Los Angeles  
Through Oct. 16

**Select**

Los Angeles  
Through Oct. 16

**Gift & Home Market**

Los Angeles  
Through Oct. 17

**Coeur**

Los Angeles  
Through Oct. 16

**L.A. Kids' Market**

Los Angeles  
Through Oct. 17

**Oct. 16**

**Premium Incentive Show**

Tokyo  
Through Oct. 18

**Oct. 17**

**Manila F.A.M.E. International**

Pasay City, Philippines  
Through Oct. 20

**Atlanta Apparel Market**

Atlanta  
Through Oct. 21

**Oct. 18**

**L.A. Fashion Weekend**

Los Angeles  
Through Oct. 20

**Denver Apparel & Accessory Market**

Denver  
Through Oct. 21

**Western Imprint Canada Show**

Calgary, Alberta  
Through Oct. 19

**Oct. 19**

**Stylemax**

Chicago  
Through Oct. 22



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**Midwest Children's Apparel Group**

Deerfield, Ill.  
Through Oct. 22

**Oct. 20**

**Fashion Market Northern California**

San Mateo, Calif.  
Through Oct. 22

**Stylemax**

Chicago  
Through Oct. 22

**Oct. 21**

**Coast Show**

Chicago  
Through Oct. 22

**Yarn Expo**

Shanghai  
Through Oct. 23

**Inter textile**

Shanghai  
Through Oct. 24


**Oct. 22**

**Interfilière**

Shanghai  
Through Oct. 23



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### Plug-In

Tokyo  
Through Oct. 24

### Oct. 23

#### Luxe Pack

Monaco  
Through Oct. 25

#### FIG

Dallas  
Through Oct. 25

### Oct. 24

#### Dallas Apparel & Accessories Market

Dallas  
Through Oct. 27

#### International Yarn & Fabric Show

Jakarta, Indonesia  
Through Oct. 26

#### Jewelry, Fashion & Accessories Show

Rosemont, Ill.  
Through Oct. 27

#### Dye+Chem International Expo

Jakarta, Indonesia  
Through Oct. 26

#### Textech International Expo

Jakarta, Indonesia  
Through Oct. 26

### Oct. 27

#### India Sourcing Fair (Garments and Accessories)

Hong Kong  
Through Oct. 30

#### China Sourcing Fair (Garments and Textiles and Underwear and Swimwear)

Hong Kong  
Through Oct. 30

#### Northstar Fashion Exhibitors

St. Paul, Minn.  
Through Oct. 29

#### Travelers Show

Pittsburgh  
Through Oct. 28

### Oct. 28

#### Coast Show

Miami  
Through Oct. 29

#### San Diego Apparel Accessories, Shoes & Gift Show

San Diego  
Through Oct. 29

#### Comocrea

Cernobbio, Italy  
Through Oct. 29

### Nov. 2

#### International Jewelry Fair/General Merchandise Show New Orleans

New Orleans  
Through Nov. 5

### Nov. 3

#### Metro-Michigan Women's Wear

Livonia, Mich.  
Through Nov. 16

#### Trendz

Palm Beach, Fla.  
Through Nov. 5

### Nov. 4

#### CALA

San Francisco  
Through Nov. 5

### Nov. 6

#### Indiana Women's Apparel Club

Indianapolis  
Through Nov. 7

### Nov. 8

#### Hawaii Market Merchandise Expo

Honolulu  
Through Nov. 10

#### China International Gold, Jewellery & Gem Fair

Shanghai  
Through Nov. 11

### Nov. 9

#### GTS Florida Expo

Orlando, Fla.  
Through Nov. 11



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

## SUN STATE TRADE SHOWS PRESENTS

### The Arizona Apparel, Accessories, Shoe & Gift Show

**At the Phoenix Convention Center**  
**September 29, 30 & October 1, 2013**  
[www.arizonaapparelshow.com](http://www.arizonaapparelshow.com)



### The San Diego Apparel, Accessories, Shoe, & Gift Show

**At Town & Country Resort & Convention Center**  
**October 28 & 29, 2013**  
[www.sandiegoapparelshow.com](http://www.sandiegoapparelshow.com)

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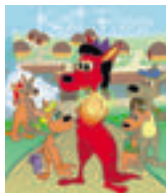
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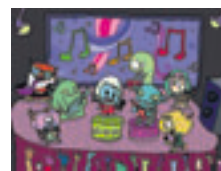
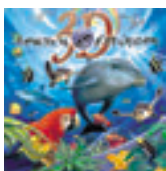
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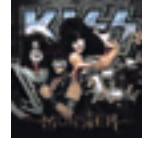
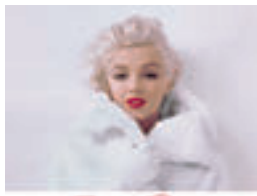
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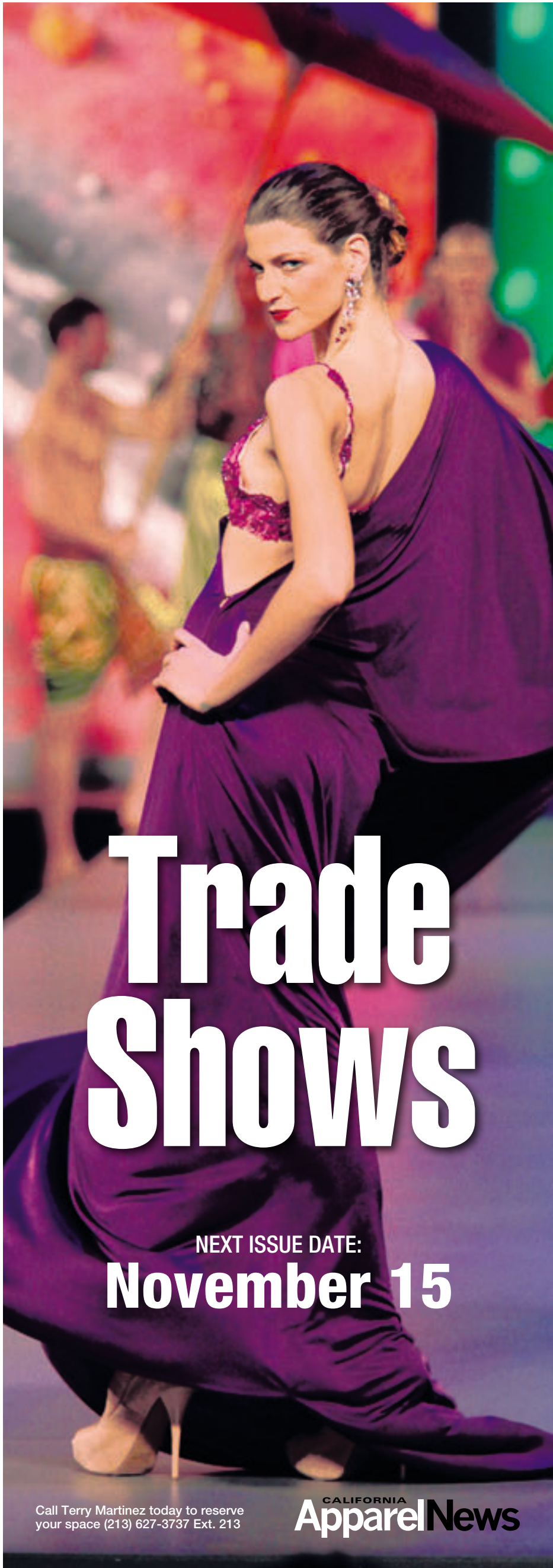


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# Trade Shows

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## FREIGHT & LOGISTICS

### Railroad Project Approved for Port of Los Angeles

After eight years of making its way through different governmental bodies, the proposal for **BNSF Railway Co.**'s \$500 million rail yard near the Ports of Los Angeles and Long Beach is closer to getting a green light to start construction.

The Los Angeles City Council overwhelming voted May 8 to approve the environmental-impact report and a permit for the construction of the **Southern California International Gateway** facility.

The SCIG facility will be constructed on 156 acres of industrial sites in Wilmington, a Los Angeles suburb just a few miles away from the ports, and will facilitate the transportation of cargo containers from the ports to trains. Project supporters said SCIG will cut truck traffic on the 710 freeway, which has been a major issue for surrounding cities.

The SCIG will create 1,500 construction jobs each year for the next three years and will develop 22,000 jobs directly and indirectly in Southern California by 2036, according to BNSF, formerly known as the Burlington Northern Santa Fe railroad. Los

Angeles City Councilman Joe Buscaino, who represents the Wilmington neighborhood, also said the facility will increase the competitive advantage for the Ports of LA and Long Beach now that the Panama Canal is being expanded to accommodate larger cargo-container ships.

The project's EIR was approved by the Board of Harbor Commissioners on March 7. But environmental groups such as the **Natural Resources Defense Council** and **Coalition for Clean Air** petitioned the Los Angeles City Council to reject the project. "The project exudes environmental injustice," said David Pettit, the NRDC's senior attorney, in a letter dated March 13.

His letter claimed that the EIR did not state the environmental issues that would grow out of SCIG's construction, which include problems with air quality and noise. On March 26, media reports noted that Long Beach's City Council appealed the Los Angeles Harbor Commissioners' approval. An SCIG statement said the project would improve air quality and health compared with the current situation.—*Andrew Asch*

## TRADE SHOW NEWS

### California Market Center Changes Gift and Home Market Dates for Winter

The **California Market Center** in Los Angeles released the official dates of its winter 2014 **Gift & Home Market** show, which will be held Jan. 21–27, 2014.

Due to scheduling conflicts, Gerry Seibel, the CMC's vice president of new business development, said the original show dates were set for mid-January 2014 but were changed to the last week of January and into February 2014 to accommodate retailer and manufacturer demands for different show dates.

"Originally, the dates for the winter 2014 show were set for mid-January 2014 at all three locations which make up the LA Gift Market," Seibel said. "However, these dates were recently changed ... putting the LA Gift Market right on top of the three other major shows—**NY NOW**, Las Vegas and the Frankfurt fair. These later dates would interfere with retailers', manufacturers' and sales representatives' ability to attend other shows critical to their businesses," he said.

Although Seibel stressed his commitment to cooperating with his West Coast indus-

try alliances, such as the **LA Mart** and the **California Gift Show**, CMC tenants and manufacturers were taken back by the date change, putting the California show late in the market season. Seibel pointed to the fact it would be in conflict with other shows, as well, so it was unanimously decided to change the dates to better serve the buyers, retailers and showrooms.

In addition, the Gift & Home showrooms at the CMC will be open every day of the California Gift Show, Jan. 31–Feb. 3, 2014. During its Gift & Home show, the CMC will offer its attendees free parking, free breakfasts, complimentary shuttle services and numerous promotions.

All of CMC's gift, home and design-center showrooms will also be open Jan. 14–20 during **LA Fashion Week**. "Having all of our gift-and-home showrooms open and available at the same time as LA Fashion Week has proven to be very successful in allowing crossover buying opportunities for both gift and fashion retailers," Seibel said.—*Sarah Wolfson*

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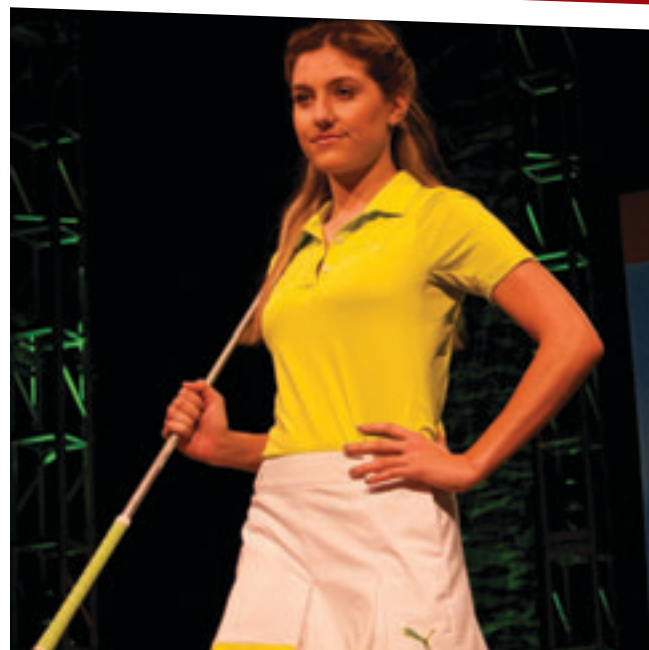


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Paris - 17-19 September 2013 - Parc d'Expositions Paris-Nord Villepinte France - [premierevision.com](http://premierevision.com)

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