

A California Apparel News Special Section

Trade Shows

November 2015

2016

**Fashion-Focused
in a Time Crunch:**
Advice for busy
trade-show attendees

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Trade Show Calendar



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A stylized fashion illustration featuring four models walking in profile from left to right. The models are depicted with long, slender limbs and are wearing a variety of contemporary fashion items. The first model on the left is a woman with long brown hair tied in a ponytail, wearing a black and white striped top and a long black skirt. The second model is a man wearing a black fedora, a plaid shirt, a tan jacket, and black pants. The third model is a woman with long blonde hair, wearing a black and white striped dress. The fourth model is a man with a beard and short dark hair, wearing a white shirt and dark pants. The text "TELL YOUR FASHION STORY." is centered over the models in a bold, black, sans-serif font.

TELL YOUR FASHION STORY.

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Fashion-Focused in a Time Crunch

Advice for busy trade-show attendees

Trade shows offer attendees a wealth of opportunities, from business-to-business seminars and networking functions to the main event—walking trade shows, looking for new products and trends.

But how do you review a season in just a few days? And what's the best way to plan for the year ahead while navigating a packed convention center?

Whether it's one trade show—or several happening concurrently in the same city—there always seems to be too little time and too much to see. With so much for trade-show visitors to do, we asked several show organizers how they recommend attendees budget their time at their trade shows.

Leslie Gallin

President Footwear at UBM Advanstar
(including FN PLATFORM, MAGIC, WSA@MAGIC, Sole Commerce and PROJECTsole NYC)
www.MAGIConline.com

Managing your time at MAGIC is critical. Given that our event is held in two unique venues—the Las Vegas Convention Center (LVCC) and Mandalay Bay Convention Center (MBCC)—it's important to understand which products categories are represented within each of the shows.

LVCC: Footwear (FN PLATFORM and WSA@MAGIC), women's and juniors trend apparel (WWD/MAGIC) and components and factories (SOURCING).

MBCC: Women's and men's lifestyle apparel (Project), men's luxury and advance contemporary apparel (The Tents), and artisan apparel and accessories (Pooltradeshow).

•Pre-plan: Sort out what you'd like to accomplish and what areas you'd like to view.

We recommend a day for an overview and then two days of working collections and writing orders.

It's important to view categories other than your core buy in order to validate your buy. For example, seeing color trends and styling in apparel might alter the type of footwear you buy and vice versa.

•Matchmaking: Looking for specific types of products, special sizes, materials, countries of origin? Work with our retail-relations team in advance of the show. They help retailers set up schedules, give tours and “match make” as needed.

•Read our MAGIC e-blogs to stay current on what is trending and happening on the show floors. We share show updates, inspiration, ideas and tools from across the fashion marketplace.

•Take advantage of the MAGIC educational seminar series. Learning or being able to take away even one nugget of knowledge to foster advancement of your businesses makes it worth the trip.

•Once at MAGIC: We have created lifestyle/country-of-origin neighborhoods within each show to make it easier for retailers to navigate. Our show floors are mapped out online and in print on the show site for ease of wayfinding.

Each show floor has “Ask Me” staff who are there to provide you a “show guide,” helping you find the exact booths and product classifications you're looking for.

ENJOY! Take advantage of the many networking events—opening-night parties, on-site mixers and the opportunity to meet other retailers. Forging relationships is key to all successful businesspeople, who want to do business with those they like and trust.

Britton Jones

President and Chief Executive Officer of BJI Fashion Group
(including MRket, AccessoriesTheShow and STITCH)
www.mrketshow.com
www.accessoriestheshow.com
www.stitchshows.com

The BJI Fashion Group advantage is that we are a media company rather than solely a trade-show company. Due to our duality, we have the tremendous capability to help retailers discover new brands, products, resources and strategies. The MRket, AccessoriesTheShow (ATS) and STITCH experience

begins months before the shows even open. With our diverse mix of communication to our retailers, we aim to serve their every need.

Our extensive digital media outlets provide a steady source of promotion for the shows as well as all of the participating designers—from our show websites and robust social-media channels to our digital lookbooks and designer articles. Additional digital and print promotions are provided by our sister properties, *Accessories Magazine* and *MR Magazine*. We pride ourselves on being one of the only show producers to maintain an extensive preshow print campaign, consisting of retail badge reminders, newsletters and show guides. Our dedicated retail-relations team stays connected to the retail community year-round through the 27 trade shows the BJI Fashion Group produces each year, in addition to the pre- and post-show initiatives developed to keep our lines of communication open at all times.

We are excited about the upcoming Feb. 15–17 edition of MRket, ATS and STITCH. We are adding layers to the experience at the shows, which are:

Fashion Presentations: These presentations will be prominently staged on the show floor and act as a gathering place for retailers, press and photographers in addition to providing added exposure to the brands. The presentation will consist of eight models who will showcase each brand for 45 minutes each.

Menswear Movers: After launching during the July 2015 edition of MRket, the video series collaboration between *MR Magazine* and MRket will continue into this February Las Vegas market week. Menswear Movers are one-on-one interviews with high-powered industry execs as well as creative innovators discussing the most relevant topics of the day.

Buyer-Hosted Program: This February we are also increasing our efforts to ensure that appropriate retailers are paired with the right brands. We are investing more time on researching which stores our exhibitors are selling and which brands they should add to their inventory. Toward this end, we are de-

veloping a Hosted Buyer Program, where exhibitors will have the opportunity to vote on which retailers they would like to attend our shows. Our retail-relations team will then invite these in-demand retailers to the Las Vegas market as our guests. Exhibitors will also be extended a new hotel incentive by offering a new hotel package at either the Venetian or Palazzo Resort Hotel included in their booth package.

New Booth Package: We have been developing a new booth layout for 2016, which was inspired by the need to provide a more open and engaging environment for brands to showcase their collections. This package will highlight the new lighting elements we will be introducing to the hall, which have been designed to further facilitate the discovery process for retailers, who will now be able to view pieces in a whole new way.

Vanessa Chiu
Show Director of AXIS
www.axisshow.com

We really make a point to maintain year-round communication with all involved in the show, keeping an open, one-on-one dialogue going. This ensures that everyone's individual needs are met but also serves as a great sounding board for the Axis internal team on where it's best to focus our initiatives. If we feel a certain retailer would benefit greatly from meeting with a certain brand, we make the effort to set up a proper intro on site and vice versa.

Catering to our audience and communicating both on and offline is the AXIS ethos. Every season is different, and our team's matchmaking expertise aims to meticulously intertwine brands, retailers and media into both on- and offsite events that deliver AXIS as a true 3-D lifestyle experience.

For 2016, AXIS plans to introduce AXIS ReSource, a network within AXIS that is dedicated to connecting brands and retailers to discuss all things encompassing the likes of manufacturing, design, logistics and innovative solutions with a forward-thinking approach.

We also release news and happenings regularly on our Instagram, @axisshow, as well as through our emails. Our online editorial destination on www.axisshow.com features in-depth designer profiles, brands to watch, trend updates, and exclusive editorial Q&As and shoots with the likes of Brandi Cyrus, Carbon38's Caroline Gogolak, *Vice's* Rachael Finley, *Stop It Right Now's* Jayne Min and stylist Rachael Wang, many of whom visit AXIS on a regular basis. Year-round content curation is a good way to illustrate what's not to miss in real life on the show floor when the time rolls around.

Caron Stover

Vice President of Apparel Trade Show Sales at Atlanta Apparel
www.AmericasMart.com

Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's and accessories lines all together in one location at one time, meaning there is a lot of ground to cover. We recommend the following tips for successful time management at market:

Create a Digital To-Do: Successful buyers use our online resources to make a plan before they arrive in Atlanta. The AmericasMart app allows buyers to find showrooms, lines, events and locate on-campus dining options. Returning buyers can make an account on www.americasmart.com, where they can manage their market plan, request a fast badge that allows them to skip the line at registration and edit their profile to receive market information that will have the most impact on their business. Buyers should also check the website the week before the market for the latest event listings and prioritize which events and seminars will be most beneficial for them to attend.

Atlanta Apparel's online lookbook, released before the market by email and online, features trend-making pieces from top lines and where to source them on campus. This interactive guide gives buyers a sneak peek into must-have items and makes it easier to find them at market. Buyers should also check out Atlanta Apparel's Instagram feed for a curated selection of industry tastemakers who will be at the market.

Make Appointments: When smart buyers see a brand that they love in the lookbook, they make an appointment to see the line at market. With an appointment, buyers don't waste their time waiting to write an order and the brand can create a presentation that is tailored to their store. Buyers should also make appointments to knock out their must-have reorders with current brands before exploring the rest of the market. Wining

➔ Q&A page 6



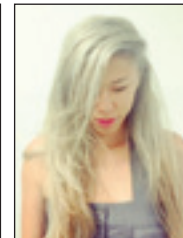
Leslie Gallin
UBM Advanstar



Britton Jones
BJI Fashion Group



Brittany Carr
California Market Center



Vanessa Chiu
AXIS



Caron Stover
Atlanta Apparel

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We take great pride in being recognized by designers at the Las Vegas market-week shows, where appointments are made and orders are written. Retailers attend our juried, impeccably merchandised show floors to discover new resources, meet with current accounts, network and write orders. What makes MRket, ATS and STITCH unique is that we provide an unparalleled experience that truly caters to conducting business in a comfortable, inspirational and amenity-filled environment.

Brittany Carr

Director of Trade Shows and Events at the California Market Center
www.californiamarketcenter.com

Trade shows at the CMC (California Market Center) offer attendees a variety of different ways to stay informed on upcoming collections, future trend forecasts and general industry knowledge. We recommend that attendees research and make appointments prior to attending any event. It is important that they learn about what opportunities will be at the show and which will be the most beneficial to their business. Once they make those connections, they can then budget the rest of their time, discovering new resources and attending different functions within the show.

We know that an attendee's time is precious, so we focus

CMC

Tradeshow Calendar 2016

LA FASHION MARKET

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Tradeshows at the CMC

January 18-21 / March 14-17
June 06-09 / August 1-4
October 17-20

SHAPE

Showcasing Athleisure & Lifestyle Brands at
LA Fashion Market

January 18-20 / March 14-16
June 06-08 / August 1-3
October 17-19

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Apr 4-6 / Sep 26-28

LA GIFT & HOME MARKET

January 18-21 / March 14-17
June 06-09 / August 1-4
October 17-20

SELECT

Curated Apparel, Accessories & Footwear
Brands for LA Fashion Market

January 18-20 / March 14-16
June 06-08 / August 1-3
October 17-19

TRANSIT

The Shoe Show at LA Fashion Market

January 18-20 / March 14-16
June 06-08 / August 1-3
October 17-19

la.textile
los angeles int'l textile show

The West Coast Trade Event presenting
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Resources

Feb 29 - Mar 02

**All show info & dates subject to change*

cmcdtla.com/tradeshows

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Q&A *Continued from page 4*

and dining in a showroom or booth is great, but buyers should stay on task with their calendar and move on to the next appointment on time.

Take in a Show: Atlanta Apparel's Daily Strut fashion shows allow buyers to see an array of product live in one quick viewing. With themes including new exhibitors, Premiere collections and Emerging Designers as well as sponsored shows from top brands, the Daily Struts help buyers decide which lines they want to see.

The Friday-night Style Runway show is not only a can't-miss event for its theatrical presentation of market trends, but it is also a great way to get the pulse of the market. Buyers should look out for the Style Runway gallery, which comes out the morning after the market. The interactive gallery features all of the looks from the show and where to source them.

Walk the Floors: Top buyers always save a day to scour the building for trends and new brands. The "You Are Here" signs located at the entrance of all floors show brand locations and list new lines. Walking the floors gets buyers acquainted with the product locations and makes it easier to spot new and exciting collections.



Caitlin Elmes
Texworld USA/
ApparelSourcing



Pierre-Nicolas Hurstel
CurvExpo

trend research. Finally, we encourage attendees to block off some "free" time (20 percent) for impromptu meetings and other unplanned networking activities—the best part of attending a trade show of our size is the immense opportunity to make new industry connections right on the floor.

Pierre-Nicolas Hurstel
Chief Executive Officer of CurvExpo
www.curvexpo.com

With a seemingly inexhaustible list of exhibitors to see in a limited amount of time, trade shows can appear overwhelming. Budgeting time during the shows that you are planning on attending doesn't just involve your duration at the trade show.

It's all about finding the perfect balance of organization and management with your time prior, during and after the show in order to maximize your benefits. Carefully planning beforehand, staying organized during and following up with brands after the show will allow you to make the most of your trade-show experience.

Before the show:

- Create a list of brands that you already carry as well as their price points, product category and main client base.

Look at your sales from the past season and determine bestsellers and products that didn't sell as well. Gather feedback from customers as to what products they prefer and new items that they would like to see.

- Peruse the show's website to look at exhibiting brands using the detailed search engine developed by CurvExpo. Book appointments with any brands that you are interested in that will either accent your current offerings or that will fill a product gap as well as brands that you already have a relationship with to see their new line. Curvexpo.com allows you to map out brands that you will be seeing with our printable interactive floor plan.

- Make sure that you leave time to browse the show floor.

- Read preshow emailings and newsletters, content-rich communications specifically for buyers. The CurvExpo Selection Guide is available one week before the show and highlights innovative and new exhibitors.

- Prepare your staples: business cards, P.O. forms.
- Plan out your upcoming inventory and budget levels. Allocate your budget for orders during the show versus orders after the show.

- Look out for the Events & Services CurvExpo offers during the show such as the Personal Shopper, informative events including fashion presentations and trend previews.

During the show:

- Walk around the show floor to take in brands, colors, styles. Start to form an idea in your head of what products you may be interested in. Note brands that catch your eye and follow up with them when you have free time. Keep all appointments to guarantee that a representative from the brand will be available to meet with you. Keep lookbooks and line sheets as resources for you to reference after the show while placing orders. Sit down at the end of each day to recap who you have seen and their respective product offerings.

- When you have downtime during the show, utilize the resources that are available to you to discover new brands. These resources can aid in finding brands based on category as well as introducing exciting and innovative brands new to the show. CurvExpo Personal Shopper is available if you would like advice about which brands to see.

- Attend short and informative events. Trend presentations are beneficial to determine popular products and styles for the upcoming season and aid in focusing on what products you need to order. Fashion presentations are beneficial to see products on a model. [Events also provide] networking [opportunities].

After the show:

- Follow up with existing and new partners. Maintaining a positive relationship is key for long-lasting business with brands. Place remaining orders with companies using notes, lookbooks and line sheets from the show. Don't forget that the Curve team is available year-round if you have any questions! Visit the website for after-show reviews.

The CurvExpo team dedicates themselves to giving you an optimal show experience by providing the very best resources to aid in your preparations and organization prior, during and after the show. Do not hesitate to contact us with any questions, and remember that the key ingredients to a good show are planning and anticipation!

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Atlanta Apparel

February Atlanta Apparel
February 4–8, 2016

April Atlanta Apparel
April 7–11, 2016

June Atlanta Apparel
June 2–5, 2016

August Atlanta Apparel and World of Prom
August 4–8, 2016

VOW | New World of Bridal
September 21–23, 2016

October Atlanta Apparel
October 6–10, 2016

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Q&A *Continued from page 6*

Henri Myers

*Cofounder and Creative Director at COEUR Tradeshow
www.coeurshow.com*

At COEUR we have established and nurtured great relationships over the past four years with the buyers that support our shows in New York and Los Angeles. Knowing ahead of time that we offer a heavily curated showing with an array of known and emerging brands is just part of the process of budgeting their time. Since so many consumers are looking for impulse and easy items to buy, many stores have expanded into lifestyle categories and are looking to offer more than clothing, and this is exactly what COEUR is about, as we feature top brands from a mix of accessories, gift, beauty, home and lifestyle arenas.

COEUR is a much more intimate experience than most shows, and we understand buyers have a lack of time when it comes to market week. We're deliberately unlike other shows, and by only selecting brands that we feel have something special to offer in the marketplace we also let them know they're only seeing the best of the best chosen for the season. Another way that the buyers can budget their time and schedules is to be aware and up to date on the brands participating with us. This can be viewed online at www.coeurshow.com as well as viewing brands digitally through our social-media outlets (Instagram, Facebook and Twitter) ahead of time to see if they are a proper fit for their store and consumer price points. We encourage buyers to also interact with us and their favorite brands, which helps them target and set appointments before the market starts, which will hopefully enable them to create more time to discover all the things we love at COEUR.



Henri Myers
COEUR Tradeshow



Ashleigh Kaspszak
The New Mart

Ashleigh Kaspszak

*Assistant Building Manager, Director, Marketing & Public Relations at The New Mart
www.newmart.net*

Everyone likes to have a good time at the shows! So be ready, and get excited! Your time will be best spent regardless of what you are doing if you are amped up!

To get excited for a show, you must do your research. I recommend checking out the show itinerary beforehand (of course), but oftentimes things are added right before, so look to social media for any last-minute moves. Printed marketing materials are essentially a snapshot in time—if and when you can, look to the show's websites and social-media handles for the most current information available.

Also, it may help to make a list of what you feel are the "must-see" parts of the show. But keep in mind to stay flexible! If you plan out too much before you arrive, it may not be as enjoyable.

Create a strong "must-see" list by contacting exhibitors, presenters, etc., ahead of time to gather information on them prior to the show. You may find that you were able to gather all of the information for that exhibitor and can now spend your time elsewhere when you get to the actual event. Or [by] calling ahead, you have finished introductions and can be more efficient during your meetings at the show. Or it's likely you may realize that after connecting with an exhibitor you want to add them to your "must-see" list.

You will enjoy the event so much more if you plan ahead! But remember to be open to new experiences and talk to everybody!

Gilles Lasbordes

*General Manager of Première Vision
www.premierevision.com*

Since it took over Première Vision Manu-

facturing [formerly called Zoom] in September 2013 and Première Vision Leather [formerly called Cuir à Paris] in February 2014, Première Vision Paris is actually now fully integrated. All six shows are now organized by only one company, Première Vision.

Following Première Vision's will of harmonized shows but also its dynamics to propose a whole integrated event serving main qualitative international fashion professionals, from September on, Première Vision Paris teams have started to create a more transversal event with cross-sector zones, with common information, which link shows and savoir-faire together, showing their complementarity and emphasizing synergies between each of them.

The idea is to be more coherent and to make the offer more readable to visitors so they can be more efficient in their visit.

To do so, we have developed tools that can help them prepare their visit but also that can help them to get organized and productive while at the venue:

- The Première Vision Paris smartphone application. It's a good way to be informed of every event and news but also to access the whole catalog of exhibitors. Here you can

sort and then select the companies you'd like to meet at the show and create your own personalized lists to organize your visit.

- To prepare their visit, visitors can also go on the www.premierevision.com website. There, they'll find

the e-catalog but also information about the fashion sector, including news about specific events or product innovations. In the Fashion Live section, they can also find the first trends of the season to come.

- Visitors can also follow us on our social networks. It's a good way to get a taste of what will happen during the shows and to stay connected to brand-new information.

- Then, before the show or directly there, they can buy the color cards of the season that give all seasonal color, material, trend information. Digitalized since last September, the color card is now well adapted to industrial softwares so that it can be directly used by brands and studios to create their collections.

- While at the show, they have the Guide Map available at the entrance that gathers all practical information to orientate at the shows.

- We also suggest they start their visit with the forums (16 fashion zones over 5,500 square meters of space). There, they'll have fashion information developed by Première Vision fashion teams. Through a selection of the best innovative, creative and qualitative products of the season chosen among exhibitors' collections, they can have a real perception of what is not to be missed this season and of which company can respond to their needs.

- To know more about seasonal orientations but also about transversal trends and offers, they can take part in our news fashion seminars, the Trend Tastings, [to learn about] the general season, the fabrics season, the leather season, in terms of materials, colors and silhouettes.

Regarding practical questions, on our website there is information to help them—for instance, the schedule for shuttles to come from Paris to the venue or from the airport and a direct link to book their badge.

Suzanne De Groot

*Executive Director of Fashion Market Northern California
www.fashionmarketnorcal.com*

The Fashion Market Northern California/FMNC has grown considerably even in the last few years.

Most of our shows continue to sell out. FMNC continues to offer emerging new designers, local California companies and na-



FORWARD

DALLAS MARKET CENTER



DALLAS APPAREL & ACCESSORIES MARKET

JANUARY 27 - 30, 2016

MARCH 30 - APRIL 2, 2016

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tional brands at every price point.

We recommend at least two days to all buyers who attend our three-day show—especially for the first time.

For first-time buyers or buyers who have not attended our show in over a year, the FMNC offers a free night at the Marriott, our hotel partner. This way the buyers can avoid traffic and relax to be ready to continue to shop the next day.

Buyers also can take advantage of our “Late Night” on Monday night. The FMNC stays open until 7 p.m. on Monday, offering a Happy Hour from 4 to 7 p.m., [with] free beer, wine and prosecco for all buyers on us!

Buyers can take advantage of this time to work, with or without appointments, finding new collections and new resources.

Our show book /directory gets mailed out three weeks before each show to all VIP buyers and is available at the front desk when registering on the first day of the show to all attendees. Inside is a list of all exhibitors and lines by category. Buyers can budget their time efficiently with appointments, leaving time to find new resources. This directory information is also available on our website. Please visit www.fashionmarketmorcal.com.

Lucia Palacios

Coordinator for the Apparel Sourcing Show/Guatemala Apparel & Textile Association
www.apparelexpo.com

The first action that attendees should do is talk to a show representative or customer service agent before the show, so the show’s staff can give some guidelines as to how to arrange their time between conferences, walking the show and who to meet for potential businesses.

The main idea is to know about the visitors that are coming to the show, what are they looking for and with this knowledge offer them the best tools to have a more productive show.

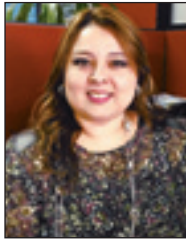
Meryl Mandelbaum

Managing Director at Designers and Agents
designersandagents.com

First and foremost, for our audience, Designers and Agents is about buying. D&A has always been a “writing” show, meaning buyers plan on sitting down, working the collections and writing their orders. That is the focus and retailers know



Suzanne De Groot
Fashion Market
Northern California



Lucia Palacios
Apparel Sourcing Show



Meryl Mandelbaum
Designers and Agents



Judy Stein
Miami SwimShow

that at D&A it’s not about weeding through row after row to find a resource. The show is and always has been curated for creative integrity. Retailers must make sure they have time to work through their existing resources as well as leave time to discover new brands and emerging designers.

In regard to additional content, it is essential to include initiatives that are valid and bring usable resources to retailers. D&A initiatives do not merely raise the bar in terms of creativity and show experience. The intention is to bring valuable, practical content to our retailers.

As an example, D&A has presented several collaborations with Trend Union, the expert forecasting agency led by Lidewij Edelkoort. These presentations were dramatic, visual experiences but specifically focused on elements that would have a tangible impact and offer concrete objectives for retailers.

Judy Stein

Executive Director of the Swimwear Association of Florida/
Miami SwimShow
www.swimshow.com

First and foremost, have a plan: It’s important to know what you want to accomplish at the show before you arrive. I definitely believe that it is important to walk the entire show, but I also understand that if you have a limited amount of time you’ll want to hit your top targets first and then go back and walk the floor again to see who you might have missed along the way. Sometimes your biggest successes are the ones you hit upon by accident.

Do your homework: SwimShow is considered the largest of its kind in the world, but no matter which show you are going to, make sure you’ve looked through the exhibitor list. I

recommend making appointments ahead of time. Some of the more popular brands get booked up quickly, so if you want to meet with them try to contact them well in advance of the trade show to set up your appointment.

Get some rest: Its tempting to go out for a night on the town, especially for our attendees, since we’re located in the heart of South Beach, but working a trade show, whether you’re a buyer or an exhibitor, is a long day. You want to be fresh and focused on making new contacts and doing business. The more alert you are, the more efficient you are.

Another quick tip: Preregister. If we’ve already got you in the system, then that’s a great time saver!

Kathy Wilkie

Buyer Relations Manager at Surf Expo
www.surfexpo.com

The best way for attendees to budget their time for a trade show is to first decide the main reason that they are going to the show and then organize their time accordingly. The overwhelming response that we get when asking this question of Surf Expo buyers is that they need our trade show to find new products, connect with their existing brands and take advantage of the educational seminars.

Since the seminar schedule is the item that is not set by the attendee, they should take a look at the seminars being offered and decide which will be most beneficial to their business, that they really want to attend or have another member of their staff attend. From there, buyers should peruse the information and tools offered by the show. For Surf Expo, we provide many tools and features to make this an easy task.

Leading up to the show, we send Product Spotlight emails, which are a great way to see key products and brands that are new to the market. Our website features an online floor plan and exhibitor search by product category and product type and also highlights brands that are new to the show.

Our Show App offers this type of search capability as well and offers networking features to simplify the scheduling of appointments with exhibitors. From our Show App, exhibitors can be found, appointments requested and accepted, and the floor plan may be viewed to ensure that attendees can always find their way through the more than 2,000 brands represented

➔ Q&A page 10



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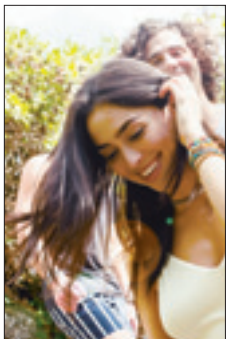


Casual Living Never Looked So Good

Fashion meets the casual lifestyle in these fun and practical finds.

Bead Relief

"Wear Your Charity" is the slogan of Bead Relief, a bracelet company whose sole goal is to "help our charity partners raise awareness and donations for their causes." The company's focus is on "creating beautiful handmade products that truly make a difference" for "any charity, brand, or organization that is doing amazing work." To that end, Bead Relief recently launched on its website a new November "charity of the month" natural-stone bracelet to aid The Young and Brave Foundation, dedicated to young people battling cancer. The company is also excited to announce, in time for holiday giving, that its bracelets will be carried in four O'Neill stores, as well as Kitson, which now carries the natural-stone line. Sales of the natural-stone bracelets have been "amazing," due, the company thinks, to the fact that customers can choose which organization they want to support with their purchase.



Cocklebur Creek Company

"There are very few choices out there that represent the love of dogs in a classy and subtle way," say the folks at Cocklebur Creek Company. They aim to change that with their Duck Dog Clothing line of Ts and accessories. With a customer base spanning young to old, male and female, Duck



Dog offers casual comfort that can be worn with due pride "in the field, on the golf course, or on a night out." Its graceful brand mark—the intertwined outline of a noble dog and duck—adds a mark of distinction. Cocklebur Creek Company's signature Cocklebur Creek brand has Ts "centered around comfort" and style. With on-trend, ever-changing graphics and "a wide variety of lines that hit many sub-demographics within our main customer base," Cocklebur Creek has turned its T-shirts into consistent bestsellers.

Flowfold

Flowfold's customers "love the outdoors, whether they are on a blanket at a music festival or hiking the Appalachian Trail." Blending innovative materials and minimalist designs with solid Maine



craftsmanship, Flowfold has created a series of lightweight wallets, bags, and pouches to carry whatever is needed to optimize the experience. The bestseller is the men's Vanguard bifold wallet—"slim as two credit cards, light as three sheets of paper, and stronger than steel"—which floats even when filled and comes with a lifetime guarantee. It's the perfect gift for guys and a standout item in a category that many retailers don't take advantage of. New this season: the Zip Porter stormproof tote bag made with stronger-than-steel fabric and waterproof zippers yet weighing only half a pound.

Straight Up Southern

With its Lily Grace line, Straight Up Southern caters to "preppy and classy" college girls, while its Fripp & Folly brand is targeted to all lovers of the fishing/hunting/camping outdoors. It's the hand-drawn and digitized artwork, the principals say, that "gives us our unique advantage and separates us from the others." For Lily Grace, the "Raised Right" elephant design—the "animal of choice" for their southern (mainly Republican) customers—is the bestseller, while Fripp & Folly's "Pointer," a hand-drawn rendering of a noble beast on point, speaks to the Southern hunting way of life. For 2016, Lily Grace is adding comfortable athletic cotton shorts in the latest color trends and patterns. Fripp & Folly will introduce an SPF 50+ wicking fishing T-shirt plus a wood-handled folding pocketknife that "has been a huge success so far."



iKen

With iKen fashion sport watches, it's all about variety. With five parts in 12 colors, customers of all ages can put together more than 650,000 possible color and style combinations, making iKen the number one interchangeable watch in the United States for fun-loving customers who crave color. The high-quality plastic and stainless-steel watches, which feature Japanese movement and batteries, go together in four easy steps: Choose a case, snap in the bezel, slide in the straps, and snap in a watch face—no tools required. The classic original watch is still the most popular, but this year's introduction of a waterproof watch is expected to produce a tidal wave of interest among surfers, swimmers, and water lovers everywhere. New colors include hunter green, chocolate, turquoise, and watermelon.

Catch these brands at the next Surf Expo, in Orlando, Fla., Jan. 14–16.

TRADE SHOW Q&A

Q&A *Continued from page 9*

at the show. Then it is just a matter of finding the right product mix for their business and placing orders for those products.



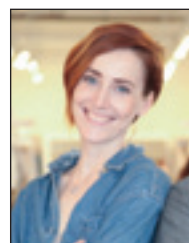
Kathy Wilkie
Surf Expo



John Ruffo
LAZR Trade Show



Stephen Krogulski
OFFPRICE



Hillary France
Brand Assembly



Roland Timney
WWIN

John Ruffo

Founder of LAZR Trade Show
lazartradeshow.com

The LAZR Tradeshaw is unique. Our goal is to directly connect our network of retailers who attend to the exhibitors—like speed dating. We work directly with retailers, introducing them to exhibitors. During our last show, the brand SeaVees was able to secure a great opening order from one of our retail attendees. The retail-relations team works relentlessly at matching up retailers and buyers at the show. Another benefit of our show is its open-air, intimate boutique setting. Another benefit of our show is its open-air, intimate boutique setting. [It's] easy to get around to survey the show, new brands and trends.

Stephen Krogulski

Chief Executive Officer of OFFPRICE
www.offpriceshow.com

We recommend doing as much preshow planning as possible and getting to the show early. If you familiarize yourself with the show floor in advance, you'll have an idea of which booths you want to get to, which will in turn, afford you time to unearth new discoveries as well. We have a show app in the works as well as a buyer-relations team ready to help with whatever you need. The resources are there for retailers, so we encourage them to take advantage of them.

By nature of the off-price business, the best finds and best deals are often discovered early in the day. Once an exhibiting company sells off its inventory of a product, that's it. It's no longer available. So the best tactic for retailers is to arrive early and find those exciting new products.

Hillary France

Cofounder of Brand Assembly
www.brandassembly.com

While appointments make for a smooth market experience, it is definitely worth budgeting some extra time to take a spin around our Emerging Designer section. It is conveniently located in the center of our show and features incredibly talented designers. Hearing their stories and learning about their processes will definitely inspire and make your buying experience more exciting. Brand Assembly is also all about building community, so we hope you'll spend several hours on the floor exploring and connecting with all of our carefully curated brands (over 110 brands total) as well as other buyers on the floor. We've got you covered with coffee, water, juice, lunch and even a bar—all in a beautiful and fun environment, so be ready for a great time and make yourself at home with us!

Roland Timney

Founder of Womenswear in Nevada (WWIN)
www.wwinshow.com

With 500+ exhibiting companies featuring more than 2,000 lines of traditional, contemporary, misses, plus and tall sizes, as well as hundreds of accessories, WWIN gives fashion buyers a vast selection to explore. As a very buyer-oriented event, WWIN also offers a number of preshow and on-site planning tools and promotions to help buyers maximize their time and find the right fresh, new resources for their customer base.

First and foremost, it is important for attendees to download the show's mobile app and directory before they arrive. This easy-to-use planning tool puts all the show's resources at your fingertips so you can quickly identify

the companies you want to see and where their booth is located—all to help you plan your schedule and save time walking the floor.

Before stepping out on the show floor, I encourage buyers to scout the products featured in our Fashion Showcases, located in the public walkways leading to the show and near registration. Offering the easiest way to identify the newest apparel and accessories available on the show floor, each Showcase display includes a QR code along with the exhibiting company's name and booth number. When you see something of interest, you can use the show app to scan the QR code to quickly take note and go find it on the floor.

We also invite all registered buyers to enjoy free breakfast, lunch and afternoon refreshments served daily—all without leaving the show site. In addition to saving time and money, these show meals offer a great chance to network with fellow retailers, catch up with industry friends and take a quick break from your busy shopping schedule.

We all know that buyers are so busy that we have to grab their attention and offer something that is either truly inspirational or that helps them make their trip more rewarding. So we do both.

Cindy Morris

President and CEO of the Dallas Market Center
www.dallasmarketcenter.com

When you have roughly 800 exhibitors, it's important to help buyers budget time, so one of the best ways to prepare for market is by preplanning their schedule via our app. Lots of shows have them, but we built just about everything possible into ours, such as exhibitors, product categories, maps, events, future market dates, a "notes" section and more. When buyers set appointments with key resources, they can add these appointments to their calendar through the feature on our app, allowing them to allocate time to shop for new products and keep their schedules up to date in one, easy-to-access place. Also know that our updated website, www.dallasmarketcenter.com, is another great resource. With information on exhibitors and events, buyers can plan their whole trip seamlessly before they even step foot into the marketplace.

Now let's talk inspiration. We have so many great new contemporary lines that have come into Dallas Market Center recently that we have to let buyers know they can find the hottest looks while at the show. To help spread the word, social media is key. That's why we have a team helping buyers stay up-to-date on new lines, events, what's trending and even prizes, and this team brings in key buying offices to provide trend direction for the upcoming season. Our Spot. Snap. Share! giveaway on Instagram is an additional new way to inform buyers of what's trending and gives them the opportunity to win gift cards simply by sharing trends as they're doing their buying.

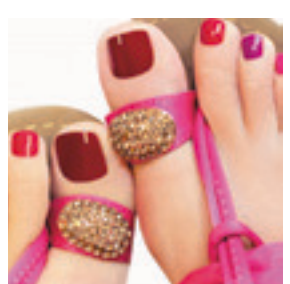
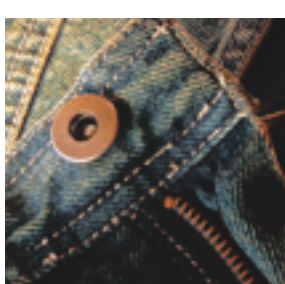
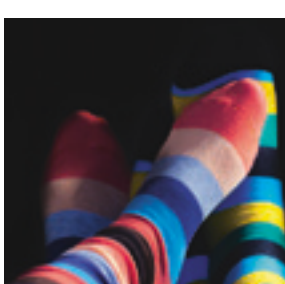
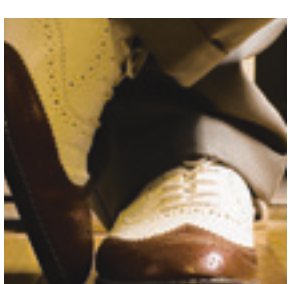
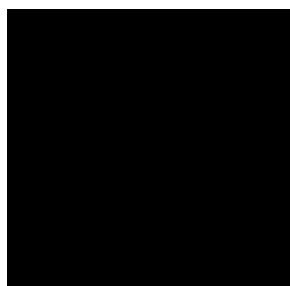
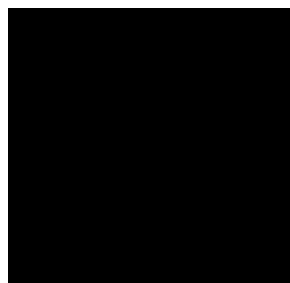
Finally, we inspire buyers with on-trend displays throughout the marketplace, over-the-top fashion shows and intelligent seminars. The goal is to help buyers gaining insights on the biggest trends for the upcoming season as they look for the right products for their stores.

➔ Q&A page 12

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LAS VEGAS

Q&A *Continued from page 10*

Our discovery tours, trend reports and runway shows deliver fun and invaluable industry information while our displays can be a great help when looking for new products.

The good news is that as we continue to offer more trend-driven products, we also continue to expand our events and seminars.

We are incredibly excited for 2016. Dallas remains the strongest economic region in the United States, and our marketplace is drawing more buyers from a larger array of states across the middle of the country. What they demand is efficiency and inspiration, and our markets deliver.

David Dea
Founder of Factory Direct
www.ftydirect.net

At Factory Direct Trade Show, we are a focused event where our attendees are not thinking about selling their product or the social event they have planned in the evening. We encourage our



Cindy Morris
Executive Officer
Dallas Market Center



David Dea
Factory Direct



Hisham Muhareb
NW Materials Show
NE Materials Show
SoCal Materials Show



Andrew Olah
Kinpins



Sam Ben-Avraham
Liberty Fairs

attendees to register early, reach out to a Factory Direct team member to discuss their supply-chain strategy or business need. Whether it is different countries they want to do business with, types of product they are looking to make, software to run their business, website development, logistics and more, we are here to assist.

Factory Direct recommends attendees come prepared with the type of product or business need they are looking for so they can effectively walk the show and accomplish their goals. And if they do not know, we are here to guide them through the process. As we see brands develop, we want to

provide a platform of curated resources to assist in their growth.

Hisham Muhareb
Co-founder of NW Materials Show/NE Materials Show/So Cal Materials Show
www.americanevents.com
thematerialshows.com

The NW, NE and SoCal Material Shows are about sourcing and networking. The time attendees spend walking the shows is focused on finding the right material or component to

spec into their product.

The show directories are available to attendees prior to each show. This will allow them to research exhibitors' profiles and plan ahead, to better utilize their time during the show and afford them additional time to network and look for new and innovative materials. Also, during the upcoming NW and NE shows, we will be bring back a "Trend and Color Forecasting Presentation," offered by a new partnership with Ars Sutoria School [based near] Milan, Italy.

Andrew Olah
Founder of Kingpins
www.kinpinsshow.com

Come early, stay late! In all honesty, we design the Kingpins Show so that people will be comfortable enough to stay all day—or be able to quickly shop the show if they have limited time.

If you have limited time, check out our exhibitor specialty chart (it tells you at a glance what all our exhibitors specialize in and what regions they work in) and hit the mills or resources that match your immediate needs.

If you have more time, the sky is the limit. Come early, enjoy some lunch on us; hit a WGSN trend seminar or a panel discussion about the issues affecting the denim industry; visit our special projects on the show floor, which can range from student workshops to fun collaborations with exhibitors; and, finally, stay for the party.

We are invested in educating the denim industry and being a place where denimheads come together to move the industry forward, so we are very invested in the experience we offer attendees—no matter how much time we have with them.

Sam Ben-Avraham
Founder of Liberty Fairs
www.libertyfairs.com

My recommendation for attendees is to always do your homework ahead of the shows. We place a huge focus on making sure retailers and press are prepared and informed on what's new and noteworthy at our events. We work diligently to keep the community updated via our social network as well as our website so they can be as prepared as possible when show time comes. With so much to do and see, it is incredibly important to budget your time appropriately. That said, how you spend your time should be based on your strategy, budgets and where you see a void in your business.

We believe that regardless of budgets or open-to-buy, it's important to spend time on the floor at Liberty Fairs to see the best of what's new in the marketplace and be inspired. If you can get your business done on the floor and allow extra time for educational and networking experiences during the show, it's absolutely something you should capitalize on. For me, personally, the shows have always been a valuable place to see old and new faces and network to create new connections. ●



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Shop & Dine

By Andrew Asch and Deborah Belgum

Hitting the trade-show circuit is a bit of an adventure. If you're a buyer, it's all about discovering that new clothing line that will sell through the roof. If you're a vendor, it's hoping that retailers love your collection and can't get enough of it.

Traveling around the country for trade shows is also an adventure, especially if you want to discover new places to eat and shop to take the edge off a long day inside a large space filled with hundreds of booths or showrooms.

Here are a few suggestions on the new restaurants and fashionable boutiques found in some of the major cities on the trade-show circuit.

LOS ANGELES

Le Petit Paris

418 S. Spring St.

(213) 217-4445

www.lpparis.com

On a thoroughfare once known as the Wall Street of the West, a new French brasserie opened recently in one of the more beautiful historic buildings in downtown Los Angeles.

A 19th-century grand staircase rises from the main dining room to the two mezzanines above, and magnificent round chandeliers hover like satellites.

Le Petit Paris occupies the former lobby of what was once the Hotel Stowell, built with Gothic and Art Nouveau flourishes in 1913. It later became the El Dorado Hotel, which is now the El Dorado Lofts.

Located in the old Bank District, which saw a major decline from around the 1940s until this century, the place is filled with more than 100 years of history. Charlie Chaplin wrote in his autobiography that he once had an extended stay at the Hotel Stowell while he was working on some films for Essanay Pictures.

This behemoth of a building with great bones attracted the interest of David and Fanny Rolland, two French restaurateurs whose first eatery opened more than a decade ago in Cannes in the south of France.

They spotted the El Dorado a few years ago and soon set up plans to open a restaurant whose sophisticated interior takes you back to the early 20th century.

Le Petit Paris is open for lunch and dinner every day and for brunch on the weekends. The vibe is very European, with rows of black metal Parisian street tables in the main dining room, tiled floors and a very stately atmosphere. Tall black columns are topped with gold leaf.

The menu is decidedly French, with starters such as escargots dressed in garlic and parsley, duck foie gras, and oysters. One unusual touch for a French-inspired eatery are the several pizza selections on the menu, including one with truffles.

Main courses include steak tartar, spiced roasted cod, chicken stew and various lobster dishes as well as a good selection of steaks.



Le Petit Paris



Please Do Not Enter

The large space, which seats 300, has a mezzanine with a bar and an outdoor patio to soak up the sun.

Please Do Not Enter

549 S. Olive St.

(213) 263-0037

www.pleasedonotenter.com

At first mention, the boutique name Please Do Not Enter sounds like a bluff.

Until recently, Please Do Not Enter was an appointment-only shop, almost hidden on the 12th floor of the historic **PacMutual** building by the landmark **Millennium Biltmore Hotel**.

Now located on PacMutual's street level,

➔ **Shop & Dine** page 14

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www.eurovetamericas.com | info@curvexpo.com

EUROVET
AMERICAS

Shop & Dine Continued from page 13

doors are set wide open, and Nicolas Libert, the boutique's co-owner, hopes that the general public will look inside and get to know the emerging designers and the artists offered.

The name of the shop is a riff off signs posted on museum entries when exhibitions change. Libert said that he has often felt like thumbing his nose at such signs and finding out what was new in changing spaces. Libert and shop co-owner Emmanuel Renoird think that independent retail should take inspiration from such an invitation to discovery.

"You have to bring something different. You have to bring something unusual to the forum," he said. "Independent stores bring a special experience. ... We try to build memories and emotions."

For fashion, Please Do Not Enter's special experience includes Denis Colomb. He's a Frenchman working in downtown Los An-

geles. His Fall/Winter 2015 styles feature clothes inspired by the Ndebele tribe in Africa and nomads in Central Asia. Also up is Jean-Paul Lespagnard, who Libert described as a new Gauthier.

The 2,000-square-foot boutique also offers homeware, jewelry, books and art. The boutique curates monthly exhibitions of new art. One new exhibition, started Nov. 11, was "Da Vetro, the Glass Collection," which was produced by Italian communication research center **Fabrica**.

The glass collection was intended to be *objets d'art* and also functional pieces that could be used as a vase, glass or containers. The relation between functional design and



Trestle



Legion

the elevated level of art is a theme of every Please Do Not Enter exhibition.

"We are almost obsessed with everyday objects that become art pieces because of the material and the craftsmanship," Libert said. Yasmine Mei, a Los Angeles floral designer, will create floral work around the Da Vetro pieces.

SAN FRANCISCO

Trestle
531 Jackson St.
(415) 772-0722
www.trestlesf.com

San Francisco has gotten so trendy and techie that many people forget the days when it was a more laid-back city with a European twist.

Think old Italian eateries dotting the North Beach area, such as Vanessi's with its tender osso buco, or wood-adorned restaurants with names such as Ernie's or The Shadows perched high up on Telegraph Hill.

But the owners of Trestle, an outpost that recently opened in an old brick building once occupied by the 60-year-old Chinese restaurant called the Great Hunan, are reviving that quaint European air for which San Francisco used to be known.

Here is an eatery that is not only charming but affordable with a European-style menu for the dinner-only place. The restaurant, with its hardwood floors and exposed brick walls, offers only three-course, prix-fixe menus for \$35 that change daily. For an extra \$10, you can tack on a pasta dish.

Each course has two choices. On a recent evening, the Trestle menu offered appetizers of roasted red and golden beet salad or roasted sunchoke (Jerusalem artichoke) soup, main courses of pan-seared salmon or sausage-stuffed roast chicken and desserts of pumpkin cheesecake or chocolate devil's food cake. The pasta supplement was either butternut squash risotto or polenta ravioli.

Bottles of wine are also reasonable, with most not priced for more than \$50.

The five guys behind this throw-back restaurant are the same people who started Stones Throw, a California/American restaurant with a neighborly vibe in the heart of San Francisco's Russian Hill neighborhood, and Fat Angel, an informal restaurant and wine bar on O'Farrell Street.

The five—Tai Ricci, Jason Halverson, Jason Kirmse, Cyrick Hia and Ryan Cole—just might be re-starting a new San Francisco restaurant tradition.

Legion
678 Commercial St.
(415) 733-7900
www.legionsf.com

In 2013, Sydney Pfaff was laid off from her job as a copywriter. After picking up her severance check, she traveled the world

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Lago

to gain inspiration on what to do next. She found that she didn't need to travel too far from her Bay Area home. In November 2013, she opened Legion. It's a San Francisco boutique with an emphasis on independent California designers.

In her gallery-like shop, she found that being her own boss creates more headaches than her previous gig as an employee. But there are a lot of payoffs. "I'm surrounded by things that I love, and I get to share them with everyone who comes in," Pfaff said.

She specifically gets to share news of California fashion lines in a neighborhood far from San Francisco's well-trod fashion district such as Hayes Valley. Since moving to a new site in October, Legion has put down stakes on the border of San Francisco's Chinatown and the Financial District. A mix of office workers, tourists and neighborhood residents find their way to Legion. "It's a little more exciting over here," she said of the real estate straddling two very different neighborhoods. "I don't know what the day is going to be like."

Here's what shoppers have found recently at Legion: **First Rite**, a San Francisco-designed, Los Angeles-manufactured line; **wrk-shp**, also manufactured in Los Angeles using fabrics made in Japan; **Ali Golden**, an Oakland, Calif., line that recently opened a Los Angeles-area boutique; and **Micaela Greg**, which manufactures in Northern California. Legion also offers lines from around the globe, but California designers are keeping her busy. "Los Angeles and San Francisco are sparking a lot of creativity now," she said.

LAS VEGAS

Lago
Bellagio hotel
3600 S. Las Vegas Blvd.
(866) 259-7111
www.bellagio.com

One of the top tourist attractions in Las Vegas are the fantastic fountains that soar high in front of the Bellagio hotel, where an aquatic dance is set to music and highlighted by bright lights.

Now, a new restaurant at the Bellagio gives diners a fish-eye view of those fountains as they dine at the recently opened Lago restaurant, whose arched floor-to-ceiling windows overlook the fountains.

Lago, an Italian restaurant by Spanish award-winning chef Julian Serrano, replaces another Italian eatery, Circo, which had been serving up pasta in that spot for some 15 years. The old restaurant was heavy on tapestry and bright with circus colors while Lago is a sleek, modern ode to Italian Futurism.



Institution 18b

The restaurant's design, conceived by Munge Leung, feels like sitting in an Italian spaceship cruising over the earth's seas. Lighting fixtures have a starburst quality and the ultra-white ceilings accented with white ribbons of light add an out-of-this-world vibe to the décor.

seafood, vegetarian fare and meat all done with an Italian accent.

There's the cannelloni with pulled short ribs and parmesan fonduta covered in tomato sauce, shrimp-mascarpone stuffed ravioli and red-wine risotto served with burrata.

Or there are the grilled lamb chops with

Serrano, a James Beard award-winning chef whose other restaurants in Las Vegas include Julian Serrano at the Aria and the Picasso at the Bellagio, designed his Milan-inspired menu to have a lot of small plates and a few large dishes.

Be assured, there is plenty of pasta and risotto to go around as well as a small selection of pizzas, but the bulk of the menu has a wide selection of

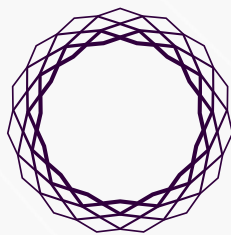
garlic and rosemary; the branzino with capers, olives and tomatoes; and octopus with squid-ink couscous.

For the larger plates, expect to find the catch of the day served in a papillote, red wine-braised osso buco and a semi-boneless spring chicken served with a Meyer lemon sauce and grilled eggplant. There is also a good selection of steaks.

Institution 18b
918 South Main St.
(702) 476 5704
www.Institution18b.com

Growing up in Las Vegas, Wil Eddins was tired of hearing that his hometown had no culture. After spending more than a decade working as a men's buyer for e-commerce emporium **Karmaloop** in Boston, he developed a reply to those who think that Las

➔ Shop & Dine page 16



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Shop & Dine Continued from page 15

Vegas ends at the casino district of the Strip. Eddins opened Institution 18b on Nov. 9. It's a 3,200-square-foot boutique, arts and events space located in a sprawling enclave called "18 Blocks" in Las Vegas' Arts District. Also called 18b, the arts zone offers a neighborhood of independent retail ranging from restaurants to art galleries, tattoo parlors and boutiques in downtown Las Vegas, which is located more than five miles away from the Strip, and aims to serve up a different experience from the bling and noise of the casino.

At Institution 18b, the walls are lined with paintings from people such as Russ Karablin, the founder of popular streetwear and fashion brand **SSUR**. There's also Jason M Peterson, an influential photographer and advertising executive, and Jamie Story.

On the steel tables and iron racks of the store are brands such as **Alpha Industries**,



Vaocluse



Rime



Byblos Miami

Dickies Construct, Maharishi, Timberland, Puma, Rizzoli Books, Publish, Pleasures, Stüssy and Eli Reed.

"I call it a Verge Culture Lab," Eddins said of his store. "[People] will have access to all things cultural that we concoct; [we'll focus on] music, fashion, knowledge and art."

NEW YORK

Vaocluse

100 E. 63rd St.

(646) 869-2300

www.vaoclusenyc.com

So, how many restaurants make their own

butter? Vaocluse does, as well as its own pasta.

Even though this is primarily a French restaurant whose menu is dotted with lots of French words, pasta and butter are front and center. There are also a couple of dishes that hail from the United States, such as a burger dish and several rib-eye steaks grilled and served with French fries and various sauces of your choice.

But make no mistake, there is a French current running through most of the menu. For example, there is a filet de veau, which is a veal tenderloin served with foie grass, black truffle juice and a caramelized onion tartine.

Or there is noix de Saint-Jacques, which is seared sea scallops served with hazelnut butter, sorrel and sunchokes. Each day there is a plate of the day, such as coq au vin on Sundays and bouillabaisse on Fridays.

This Upper East Side restaurant is one of the fancier restaurants that has occupied this address. The eatery's interior has been brightened by opening up the ceiling and adding Art Deco-style lighting and parquet floors. The white linen tablecloths paired with off-white upholstered chairs and booths add a sophisticated air worthy of coverage in *Architectural Digest*.

The men behind Vaocluse, the name of a region in southern France, are Michael White, originally from Wisconsin, and Ahmass Fakahay, who was born in Egypt.

Several years ago they formed the Altamarea Group, which has turned into a restaurant empire that has opened more than 15 restaurants. White is the executive chef, having studied with French greats Roger Vergé and Jacques Chibois. Fakahay has a financial background as the former co-president of Merrill Lynch but was enticed into the hospitality business because of his love for good cuisine.

Rime

157 Smith St., Brooklyn

(718) 797-0675

www.rimenyc.com

The market for high-end sneakers is a boys' club, and for Susan Boyle, owner of the **Rime** footwear and apparel boutiques, part of her job is to overturn perceptions of women and sneakers.

Starting business in 2007, her Brooklyn shop survived the Great Recession and she opened a second Rime shop in Manhattan in 2012. She collaborated with **Reebok** and **Puma** on designing shoes. (Her collaborations were Reebok's "Diamond Ventilator" model, released in July, and Rime's and Puma's "Gold Luxe Wedge" in 2013). She also has spoken on a panel on sneaker history at the **Brooklyn**



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Museum. But many still scratch their heads when she introduces herself.

"I'm one of the few women in the business," she said. "When I talk sneakers, everybody says, 'Wow, you know what you're talking about!'"

Boyle started her career selling men's clothes such as **Levi's** and worked up to head buyer for the New York sneaker and streetwear style emporium **Michael K.** She left that store to open up Rime. While she forecasts that sneakers will remain popular in the men's market for a long time, the market for women and sneakers has just started.

"Girls love shoes. We are the biggest audience," she said. "We pay thousands on pumps. Can you imagine how much we'd pay for something comfortable?"

Men and women start their wardrobes with shoes, she believes. So she also stocks a lot of apparel. It includes outerwear from Canadian brands **Nobis** and **Canada Goose**; streetwear from **Obey**, **Stüssy** and **Diamond Supply Co.**; and brands that go along with the colorful graphics of high-end sneakers.

After a career in boutique retail, streetwear and the sneaker biz, she advises retailers looking for the youth market to sell sneakers. "That is what brings kids in," she said.

She also had this other advice for boutique retailers. "You've got to stay on top of new trends. You can't be afraid of trying new things." She said sneakerheads follow the high-end kicks market as obsessively as investors follow stocks. "It is hard to have a retail store. You have to be in tune with the customer. You have to have an online business. ... You have to make an experience in the store," she said.

MIAMI BEACH

Byblos Miami

1545 Collins Ave.

(315) 508-5041

www.byblosmiami.com

Even though the menu is centered around exotic eastern Mediterranean food, the new Byblos Miami restaurant in the hotel heart of Miami Beach is an import from Canada.

The owners of the recently opened eatery, housed inside The Royal Palm hotel, are just as exotic as the cuisine. Charles Khabouth is from Lebanon and Hanif Harji is from Tanzania. Together they have opened several restaurants in Toronto, earning them the nickname "the kings of the Toronto dining scene."

The first Byblos opened in Toronto under the helm of executive chef Stuart Cameron, who now divides his time between the Byblos in Canada and the newer Byblos.

The restaurant gets its name from the town of Byblos, an ancient city on Lebanon's coast overlooking the Mediterranean Sea, where the village is known for its outdoor cafés and seafood restaurants with Middle Eastern flavors.

Byblos Miami takes its cues from some of those exotic dishes found in Lebanon and then puts its own twist on a spice-oriented menu that delights the palate.

The menu starts with "mezze," or small dishes, which include eggplant kibbeh served with zucchini flower, chickpea batter and house yogurt or lamb ribs coated with a spice-nut-and-seed blend called "dukkah" and served with a hot Israeli sauce called "schug."

The main courses are heavy on lamb, naturally, as well as seafood, this being Miami. The seafood dishes include Spanish octopus with fingerling potatoes, fresh

crispy squid and roasted halibut served with a chraimeh sauce. One dish that has been raved about is the yogurt-baked fluke with toasted bread crumbs and walnuts.

The restaurant's interior has vivid Mediterranean hues with bright turquoise and gold booths accented with white lamps. And the food is served on dishes stamped with a beautiful Moroccan print that looks as if they came from a Middle Eastern bazaar.

Sparkle + Shine Darling

1665 Alton Rd.

(786) 278-7273

www.sparkleandshinedarling.com

Celebrity retail will make an NBA-sized splash this month in



Sparkle + Shine Darling

Miami Beach.

Adrienne Bosh, wife of Chris Bosh, the power forward of the **Miami Heat**, is scheduled to open the **Sparkle + Shine Darling** boutique in the glitzy South Beach district. It has become the hot society story with South Florida media recently, with print, broadcast outlets and celebrity reporters interviewing the Boshes and their famous friends on the Sparkle + Shine Darling project.

Adrienne Bosh said that she was on a mission to make the world "a better, glitterier place." The glitter and the bling can be seen in the place's décor. The shop features bright chandeliers and a mirror with gold-colored frames. The store's Personal Sparkle Advisors will counsel shoppers on getting that Adrienne Bosh look. Another important part of the shop is that it will offer events

➔ **Shop & Dine** page 18

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www.playtimenewyork.com

playtime
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www.playtimetokyo.com

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RÉSERVÉ AUX PROFESSIONNELS

Shop & Dine

Continued from page 17

space for bachelorette parties and baby showers.

Adrienne said that she got the idea for the shop with an events space during her gala 29th-birthday party in Paris, which she celebrated with Chris and her girlfriends in 2014. During the celebration, her group dressed up and took in the sight of the City of Lights. For Adrienne, the mix of high-life, red carpet-style clothes and the camaraderie was heavenly. Her next step was to hopefully package that experience in with her shop Sparkle + Shine Darling.

DALLAS

Rapscallion

2023 Greenville Ave.

(469) 291-5660

www.dallasrapscallion.com



Rapscallion

One of the hottest up-and-coming areas in Dallas is known as Lowest Greenville, where new hip restaurants and food outlets are popping up all the time.

The latest eatery to parachute into this trendy neighborhood is Rapscallion, which

serves up its own twist on Southern comfort cuisine that is accompanied by an extensive wine list and drink menu. Rapscallion bills itself as a neighborhood bistro, where the dining is casual and the food is down-home.

The forces behind the casual dining spot are owners Brook Anderson and his brother Bradley Anderson and executive chef Nathan Tate, who is dividing his culinary skills between Bou-

levardier, another raved-about Dallas eatery where he is the executive chef, and Rapscallion.

Rapscallion has a definite mid-century architectural vibe with brown banquettes lining the walls and wood-laminated tables with

metal-legged chairs.

From starters to main dishes, the menu is loaded with different plates you would only find in the South. Appetizers include pork-belly cracklins, boiled peanut hummus with three-cheese pimentos and cornmeal-dredged house pickled vegetables.

Southern staples include crawfish hush puppies, hominy casserole and stewed okra that can be paired with corn-dusted catfish, spit-roasted Berkshire pork or boneless short-rib steak.

There is also freshly baked skillet corn bread served with duck confit and a fried whole rotisserie chicken.

Sundance

NorthPark Center

8687 North Central Expressway

(214) 363-7441

www.sundancecatalog.com

Sundance built a big business by making the work of unique artisans available through its catalog operation, headquartered in Utah's Wasatch Mountains, but for the past year it has been branching out, specifically through its bricks-and-mortar stores.

In September, the company opened a store in Edina, Minn. This month, Sundance held a grand opening for a store in Dallas' NorthPark Center. It's located on level two between Neiman Marcus and Nordstrom. California-based artists such as Chuan Luu and Calleen Cordero have been part of Sundance's merchandise mix, which focuses on the style and the heritage of the American West, said Matey Erdos, Sundance's chief executive officer.

"We have the privilege of curating distinctive, artisan collections, many items of which are exclusive to Sundance Catalog. We feel it is important to bring these collections directly to our customers, and the retail environment we have so carefully designed does so in a distinctive and captivating way."

The stores will offer a rustic look. Erdos said that the bricks-and-mortar stores would feature reclaimed wood and "artisan" materials.

The stores will sell women's and men's apparel and footwear as well as jewelry, homewares and furniture. The company will be opening five physical stores in 2016. They will open in malls and on fashion streets, according to a company statement. ●



Sundance

Asia's Premier Fashion Week

Hong Kong is the fashion capital of Asia, where you will find the global fashion trends of the coming seasons. One of the major trendsetters is the 47th edition of **HKTDC Hong Kong Fashion Week for Fall/Winter**, taking place from 18-21 January 2016 at Hong Kong Convention and Exhibition Centre (HKCEC).

As the largest fair of its kind in Asia, this superb one-stop platform provides a whole array of apparel, accessories, fabrics and services, brought to you by more than 1,500 exhibitors from all over the world. In its 2015 edition, the fair attracted over 22,000 buyers from 86 countries and regions

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Buyers specialized in cold-weather apparels will find exciting collections in **Thermal Clothing**, as well as **Cashmere & Wool** which presents garments in luxury knits. For accessories buyers, must-visit zones include **World of Fashion Accessories**, **Fashion Jewellery Feast** and **Salon of Scarves & Shawls**.

Award-winning **Small-Order Zone** will also bring together exhibitors who accept MOQ of five to 1,000 pieces, perfect for buyers looking for variety in limited quantities. Other highlighted zones include **Activewear & swimwear**; **Emporium de Mode**; **Fabrics & Yarn**; **Infant & Children's Wear**; **International Fashion Designers' Showcase** and **Sewing Supplies**.

It's all happening at Fashion Week

A great atmosphere is created by fashion shows, house shows, designers' collection shows and runway parades, with designers presenting new collections and top brands gathered into brand collections' shows.

Seminars and forums, including those by international trend forecasting agencies will keep industry players updated with the latest development in markets. Networking events would also provide the golden opportunity to meet industry players.

Revamp to serve better

Another world class fashion event, **HKTDC World Boutique, Hong Kong** will be rescheduled from January to 7-10 September in 2016 at the Hong Kong Convention and Exhibition Centre, to better align with the international fashion trade calendar. The fair will be re-named **CentreStage**, serving as a dedicated marketing platform for international and regional brands, ready-to-wear and designer labels.

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For query, please feel free to contact HKTDC New York Office at (1 212) 8388 688 or new.york.office@hktdc.org

International Trade Show Calendar

November 13
Prêt-à-Porter Las Vegas
Las Vegas
Through November 15

November 14
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through November 16

November 15
Ocean City Resort Gift Expo
Ocean City, Md.
Through November 17

November 18
Denim Première Vision
Barcelona
Through November 19



Fashion Market Northern California.
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November 20
Modaprima
Florence
Through November 22
San Francisco Christmas Cash & Carry Show
San Francisco
Through November 22
International Jewelry and Merchandise Show
New Orleans
Through November 23

November 22
DG Expo Fabric & Trim Show
San Francisco
Through November 23

November 25
Premium Textile Japan
Tokyo
Through November 26
Tissu Premier
Lille, France
Through November 26

November 26
Hong Kong International Jewelry Manufacturers' Show
Hong Kong
Through November 27



Surf Expo is the longest-running and largest boardsports and beach/resort lifestyle trade show in the world. Produced annually in January and September, the show draws buyers from specialty stores, major resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. Surf Expo features approximately 2,600 booths of apparel and hardgoods and a full lineup of special events, including fashion shows, shaping competitions and demos. The show attracts more than 27,000 attendees and was named among the Fastest 50 Growing Trade Shows by *Trade Show Executive* magazine and among the Top 25 Fastest Growing Shows For Attendance by Trade Show News Network. Surf Expo will be held Jan. 14–16, 2016, at the Orange County Convention Center in Orlando, Florida. www.surfexpo.com

November 30
The 16th China Yiwu International Exhibition on Knitting & Hosiery Machinery
Zhejiang, China
Through December 3

December 1
WWSRA Show
Pleasanton, Calif.
Through December 3

December 2
New York Shoe Expo
New York
Through December 4

December 3
Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through December 6

December 5
GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through December 7



Five seasons a year, buyers from around the globe flock to the **California Market Center** for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel, gift, home, and lifestyle collections displayed in hundreds of the CMC's showrooms and temporary exhibitor showcases. Featured tradeshow include SHAPE Active & Lifestyle Tradeshow, SELECT Contemporary Tradeshow, TRANSIT LA Shoe Show, and the LA Kids' Market. LA Fashion Market at the CMC now offers visiting retailers and brands more opportunities and resources than ever to exhibit in and shop from. www.californiamarketcenter.com

December 6
Grand Strand Gift & Resort Merchandise Show
Myrtle Beach, S.C.
Through December 9
ITMA Showtime
High Point, N.C.
Through December 9

December 9
Atlanta Fashion Shoe Market
Atlanta
Through December 10

December 11
Baton Rouge Jewelry and Merchandise Show
Baton Rouge, La.
Through December 13
China International Gold, Jewellery & Gem Fair
Shanghai
Through December 14

December 12
GTS Florida Expo
Orlando, Fla.



MAGIC is the global pillar of fashion trade shows. Twice annually, 60,000+ industry insiders meet in Las Vegas to shop 11 can't-miss markets, each tailored to a unique look or trend. Our comprehensive marketplace covers the top men's, women's, juniors' and children's apparel, footwear, accessories, and resources. With 85 years of experience and attendance from over 120 countries, MAGIC moves fashion forward globally. From the fabric to the finished product, the hottest brands to the top designers, and the tastemakers to the power buyers, if it's fashion, you'll find it at MAGIC. www.magiconline.com

Through December 14

January 3
Arizona Apparel, Accessories, Shoes & Gift Show
Mesa, Ariz.
Through January 4

January 4
WWSRA Show
Denver
Through January 6
WWSRA Show
Portland, Ore.
Through January 6

January 5
SoCal Materials Show
Los Angeles
Through January 6
ASI Show
Orlando, Fla.
Through January 7

➔ Trade Shows page 20

2016 SHOW DATES

January 24 - 26
Summer

April 3 - 5
Fall

June 26 - 28
Fall II

August 21 - 23
Holiday/Resort

October 23 - 25
Spring

Fashion Market
Northern California®

fashionmarketnorcal.com

International Trade Show Calendar

Continued from page 19

January 7

Agenda
Long Beach, Calif.
Through January 8

January 8

Swim Collective
Huntington Beach, Calif.
Through January 9

Toronto Imprint Canada Show

Toronto
Through January 9

Exponoivos

Lisbon
Through January 10

Northwest Shoe Travelers Market

Shakopee, Minn.
Through January 10

Philadelphia Gift Show

Philadelphia
Through January 11

SF Market

San Francisco
Through January 11

January 9

TrendSet

Munich
Through January 11

Trendz

Palm Beach, Fla.
Through January 11

January 10

The Deerfield Show

Deerfield, Ill.
Through January 11

Accessorie Circuit

New York
Through January 12

Accessories The Show

Fame

Moda

New York
Through January 12

Intermezzo Collections

New York
Through January 12

MRket

New York
Through January 12

Children's Club

New York
Through January 13

Couromoda

São Paulo, Brazil
Through January 13

January 11

The Metropolitan New York

Footwear, Apparel, Accessories

Show

Edison, N.J.
Through January 12

WWSRA Show

Salt Lake City
Through January 13

Hong Kong International

Licensing Show

Hong Kong
Through January 13

January 12

Printsource New York

New York
Through January 13

WWSRA Show

Reno, Nev.
Through January 14

Heimtextil

Frankfurt, Germany
Through January 15



DG Expo Fabric & Trim Show is a two-day show featuring U.S. and Canadian companies with low minimums and many with in-stock programs. DG Expo focuses on the needs of designers, small manufacturers (producing apparel, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, and event/party planners. In addition to the two-day show, there is a three-day seminar program focused on business growth and profitability, plus textile classes. Our San Francisco show is Nov. 22–23. The New York show is Jan. 20–21, Miami is March 9–10 and Dallas is June 13–14. Visit our website for details and to register. www.dgexpo.net

Pitti Immagine Uomo

Florence
Through January 15

Atlanta International Gift & Home

Furnishings Market

Atlanta
Through January 19

January 13

London Textile Fair

London
Through January 14

January 14

Surf Expo

Orlando, Fla.
Through January 16

January 15

Active Collective

Huntington Beach, Calif.
Through January 16

Exponoivos

Porto, Portugal
Through January 17

International Western/English

Apparel & Equipment Market

Denver
Through January 19

January 16

White

Milan
Through January 18

New England Apparel Club

Marlboro, Mass.
Through January 19

January 17

Travelers Show

Philadelphia
Through January 18

Retail's BIG Show, NRF's Annual

Convention

New York
Through January 20

January 18

Agenda

Miami
Through January 19

Brand Assembly

Los Angeles
Through January 20

Designers and Agents

Los Angeles
Through January 20

Lazr

Los Angeles
Through January 20

Select

Shape

Transit

Los Angeles
Through January 20

Hong Kong Fashion Week

Hong Kong
Through January 21

LA Fashion Market

LA Gift & Home Market

LA Kids Market

Los Angeles
Through January 21

MosShoes

Moscow
Through January 21

January 19

Première Vision New York

New York
Through January 20

Premium

Seek

Berlin
Through January 21

Panorama

Berlin
Through January 21

Intermoda

Guadalajara, Mexico
Through January 22

January 20

WWSRA Show

Costa Mesa, Calif.
Through January 21

DG Expo Fabric & Trim Show

New York
Through January 21

Outdoor Retailer

Salt Lake City
Through January 23

Men's Fashion

Paris
Through January 24

Dallas Total Gift & Home Market

Dallas
Through January 26

India International Garment Fair

New Delhi, India
Through January 22

January 21

Pitti Immagine Bimbo

Florence
Through January 23

January 22

Capsule

Paris
Through January 24

Denver Apparel & Accessory

Market

Denver
Through January 24



Rebranded **LAMKT**, the former California Gift Show will open Jan. 30–Feb. 2, 2016, with a new show floor layout, new Saturday–Tuesday date pattern, and a host of new resources at the LA Convention Center's South Hall. The show has undergone a complete transformation to bring Western-region retailers a versatile product assortment—featuring top name lines, new product categories, California-made specialties, expanded global styles, and artisan designs—all on one easy-to-navigate show floor. Backed by a promotional alliance with the LA Mart, the winter market brings the best in new product resources to the West Coast. www.la-mkt.com

Imprinted Sportswear Show

Long Beach, Calif.
Through January 24

New Orleans Gift and Jewelry

Show

New Orleans
Through January 25

Premiere Classe

Paris
Through January 25

Seattle Gift Show

Seattle
Through January 25

January 23

Designer Forum

New York
Through January 25

Innatex

Frankfurt, Germany
Through January 25

Interfilière

Paris
Through January 25

Tranoi

Paris
Through January 25

January 24

Modefabriek

Amsterdam
Through January 25

Travelers Show

Baltimore
Through January 25



The next edition of **Première Vision Paris**, the global event for fashion industry professionals, will be held Feb. 16–18, 2016, at Parc des Expositions de Paris-Nord Villepinte. It includes six trade shows, among which is Première Vision Fabrics, the World's Premier Fabric Show—three days to discover the collections of some 780 weavers from all over the world, innovations, trends, and main directions for Spring/Summer 2017. It's a hub for business and inspiration. The New York edition takes place Jan. 19–20, 2016, in a new venue, Pier 94, where for the first time tanners from Première Vision Leather and manufacturers from Première Vision Manufacturing will diversify and emphasize the show's offerings next to fabrics, accessories, and designs. www.premierevision.com



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Fashion Market Northern California
San Mateo, Calif.
Through January 26

International Apparel Sourcing Show
New York
Through January 26

MRket
New York
Through January 26

Playtime
Paris
Through January 26

Project New York
Project Sole
The Tents
New York
Through January 26

Stylemax
Chicago
Through January 26

Texworld USA
New York
Through January 26

ispo
Munich
Through January 27

Haute Couture
Paris
Through January 29

January 26

Capsule
New York
Through January 28

ColombiaTex
Medellin, Colombia
Through January 28



CurVExpo is the only show in North America solely dedicated to designer intimate apparel, swimwear, and men's underwear. CurvExpo will be presenting the collections of over 350 brands at Mode Lingerie and Swim CurveNY New York Feb. 21–23, 2016, at the Javits Center North and Llingerie and Swim by CurveNV@MAGIC Feb. 16–18, 2016, at the Las Vegas Convention Center. For more information, visit our website. www.eurovetamericas.com

Liberty Fairs
New York
Through January 28

January 27

PGA Merchandise Expo
Orlando, Fla.
Through January 28

FIG
Dallas
Through January 29

Pitti Immagine Filati
Florence
Through January 29

Dallas Apparel & Accessories Market
Dallas
Through January 30

January 28

Billings Market Association
Billings, Montana
Through January 31

SIA Snow Show
Denver
Through January 31

Market (LA Mart)
Los Angeles
Through February 2

January 30

Dallas Men's Show
Dallas
Through February 1

Westcoast Trend Show
Los Angeles
Through February 1

LAMKT
Los Angeles
Through February 2

Windy City Gift Show
Rosemont, Ill.
Through February 2

NY Now
New York
Through February 3

January 31

Bubble London
London
Through February 1

Travelers Show
Pittsburgh
Through February 1

Northstar Fashion Exhibitors
St. Paul, Minn.
Through February 2

NW Trend Show
Seattle
Through February 2

Toronto Gift Fair
Toronto
Through February 4



Playtime New York offers a curated domestic and international selection of today's best children's brands in a creative and warm work environment. "Playtime New York has become a hub for the very best children's brands."—Babyology. "After 30 years in the baby business and attending many disappointing shows, I found Playtime to be fabulous! As a buyer I am always looking for new and creative lines. At Playtime I found them!"—Denny's/J&S. Mini Rodini, Oeuf, Lucky Jade, Kidscase, Atsuyo et Akiko, Rock Your Baby, Rose Pistol, and Nununu already confirmed their participation in next edition, which will take place February 14–16 at the Metropolitan Pavilion, New York. Check out details and pre-register for free: www.playtimenewyork.com

January TBA

Coeur
New York

Hawaii Market Merchandise Expo
Honolulu

Kingpins
New York

Nor-Cal Apparel & Footwear Show
San Francisco

February 1

India International Leather Fair
Chennai, India
Through February 3

February 2

IFLS+EICI
Bogotá

Munich Fabric Start
Munich
Through February 4

New York Shoe Expo
New York
Through February 4

February 3

Lineapelle New York
New York
Through February 4

Copenhagen International Fashion Fair
Copenhagen
Through February 5

Tokyo International Gift Show
Tokyo
Through February 5

Bisutex
Madrid
Through February 7

February 4

Atlanta Apparel
Atlanta
Through February 8

February 5

Momad Metropolis
Madrid
Through February 7

February 7

Michigan Women's Wear Market
Livonia, Mich.
Through February 8

Londonedge
London
Through February 9

Spring Fair
Birmingham, U.K.
Through February 11

February 9

Milano Unica
Milan
Through February 11

Shirt Avenue
Milan
Through February 11

February 10

The ASI Show
Dallas
Through February 11

Global Shoes (GDS)
Düsseldorf, Germany
Through February 12

February 12

Ambiente
Frankfurt, Germany
Through February 16

February 13

Orlando Gift Show
Orlando, Fla.
Through February 15

Premium Order
Munich
Through February 15

February 14

OffPrice
Las Vegas
Through February 17



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

Playtime
New York
Through February 16

Pure London
London
Through February 16

Micam
Milan
Through February 17

Mipel
Milan
Through February 17

February 15

Accessories The Show
Las Vegas
Through February 17

Agenda
Las Vegas
Through February 17

Capsule
Las Vegas
Through February 17

KidShow
Las Vegas
Through February 17

Liberty Fairs
Las Vegas
Through February 17

MRket
Las Vegas
Through February 17

Stitch
Las Vegas
Through February 17

Apparel Sourcing Paris
Paris
Through February 18

Sourcing at MAGIC
Las Vegas
Through February 18

Texworld
Paris
Through February 18

Womenswear in Nevada
Las Vegas
Through February 18

IFJAG
Las Vegas
Through February 19

February 16

Première Vision Paris
Paris
Through February 18



Dallas Apparel & Accessories Markets are held five times each year at the **Dallas Market Center**. Apparel & Accessories Markets welcome thousands of buyers to each market, 70 percent of whom don't shop other apparel marketplaces. Dallas Market Center has consistently 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 the Dallas Market Center website. www.dallasmarketcenter.com

➔ Trade Shows page 22



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New England Apparel Club
 Marlboro, Mass.
 Through March 2

February 29

Factory Direct
 Los Angeles
 Through March 2

LA Textile Show
 Los Angeles
 Through March 2

February TBA

Bodyfashion
 Mijdrecht, Netherlands

CALA
 San Francisco

Chicago Collective
 Chicago

Connections
 Los Angeles

texollini

We at **Texollini** use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 25 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand. www.texollini.com

Designers at the JW Marriott
Essex House

New York

ISAM

Las Vegas

Macrorrueda

Bogotá

Mercedes-Benz Fashion Week

Madrid

PGA Expo

Las Vegas

March 1

NW Materials Show

Portland, Ore.

Through March 2

SpinExpo

Shanghai

Through March 3

WWSRA Show

Reno, Nev.

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 USA

Register now for North America's largest apparel fabrics show! **TexworldUSA** is a key resource for fabric buyers, R&D, product development, designers, merchandisers, and sourcing executives. This is a must-attend event for professionals in every facet of the industry—ready to be inspired by fabrics, influenced by the latest trends and introduced to a host of reliable, cutting-edge apparel textile companies. Join us for three days of sourcing, seminars, and networking Jan. 24–26, Jacob K. Javits Convention Center, New York, N.Y. www.texworldusa.com

International Trade Show Calendar

Continued from page 21

CurveNV@MAGIC

FN Platform

Playground

Pooltradeshaw

Project

Project Women's

The Collective

The Tents

WSA@MAGIC

WWD@MAGIC

Las Vegas

Through February 18

February 17

rooms32

Tokyo

Through February 19

February 18

Jewelry, Fashion & Accessories Show

Rosemont, Ill.

Through February 21

February 19

London Fashion Week

London

Through February 23



Playologie is the international B2B marketplace for fashion and design created by the organizers of the Playtime trade fair. Available in seven languages, it offers sector professionals worldwide visibility and a tool that complements their usual work methods. Kids', maternity, home décor (and soon men's and women's fashion): more than a simple virtual trade show, Playologie is a veritable secure B2B work platform. With free access for buyers and adapted, no-commission formulas for the brands, Playologie enables every user to save time and optimize his or her business. Nearly 1,000 international buyers are already navigating the website, where they can discover a curated selection of 120 brands. Thanks to the double access provided by the "Immediate Delivery" and "New Collections" options, shop owners can optimize their buying strategy by allowing them to place their orders at any time of the year. Request your free access online: www.playologie.com

February 20

Home & Giving Fair

Sydney

Through February 23

STYL/KABO

Brno, Czech Republic

Through February 22

Wäsche Und Mehr

Köln, Germany

Through February 22

February 21

Atelier Designers

New York

Through February 23

Atlanta Shoe Market

Atlanta

Through February 23

Axis

New York

Through February 23

Capsule

New York

Through February 23

CurveNY

New York

Through February 23

Designers and Agents

New York

Through February 23

Moda

Birmingham, U.K.

Through February 23



IFJAG – International Fashion Jewelry & Accessories Group. IFJAG shows feature fashion jewelry and accessories from around the world. Our exhibitors bring the finest brands and private label products, and our unique venue of private showrooms offers buyers a private, professional environment. The Las Vegas show runs Monday to Friday, February 15–19, 2016, so you'll have plenty of time to stop by while you're in the area. Come visit us at Bally's Las Vegas. Bally's monorail station is only 3 stops away from The Convention Center. You can pre-register at ifjag.com/register.



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Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features an expansive – and growing – product mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal, active wear, resort wear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven juried temporary collections include Premiere (women's premium high-end/contemporary apparel, denim and accessories), Premiere LUXE (high-quality luxury apparel and accessories) and Emerging Designers (new-to-Market designers). Atlanta Apparel presents five apparel Markets and two specialty Markets: WORLD OF PROM (prom, pageant, quinceañera, social occasion) and VOW I New World of Bridal each year. www.AmericasMart.com/Inside

Through March 10
SAPICA
León, Mexico
Through March 11

March 7

Coast
Nashville
Through March 8

March 9

DG Expo Fabric & Trim Show

Miami
Through March 10
Preview in Daegu
Daegu, South Korea
Through March 11

March 10

Colombo International Yarn & Fabric Show

Colombo, Sri Lanka
Through March 12

Textech International Expo

Sri Lanka
Through March 12
The NBM Show
Arlington, Texas
Through March 12

March 13

Travelers Show
Baltimore
Through March 14

MJSA Expo
New York
Through March 15
Northwest Shoe Travelers Market
Shakopee, Minn.
Through March 15

March 14

Brand Assembly Coeur Designers and Agents

Los Angeles
Through March 16

Lazr

Los Angeles
Through March 16

Select Shape

Los Angeles

Through March 16

LA Fashion Market

LA Gift & Home Market

LA Kids Market

Los Angeles

Through March 17

March 15

Indiana Women's Apparel Club
Plainfield, Ind.
Through March 16



Finance One, Inc. is a commercial finance company specializing in creating unique financial solutions for small- to mid-size businesses. We offer full-service factoring and receivable management services at the most competitive rates, all while maintaining premium quality. By offering a wide array of services, our experienced staff assures our clients' assets are secure. We are undaunted by any challenge, and with a 17-year track record of success, there's no doubt as to why our motto is "Win/Win Factoring." tae.chung@finone.com

Interfilière

Hong Kong
Through March 16

Charleston Fashion Week

Charleston, S.C.
Through March 17

JA New York

New York
Through March 17

Intertextile

Shanghai
Through March 18

Yarn Expo

Shanghai
Through March 18

Fimec

Novo Hamburgo, Brazil
Through March 19

Kansas City Apparel & Accessory Market

Kansas City
Through March 19

March 16

The Metropolitan New York Shoe, Footwear & Accessories Market

Edison, N.J.
Through March 17

March 17

Imprinted Sportswear Show

Atlantic City, N.J.
Through March 19

Baselworld

Basel, Switzerland
Through March 24

March 19

Europe's Truly International Jewellery Sourcing Fair

Messe Freiburg, Germany
Through March 22



Bibby Financial Services is a world-wide market leader in business cash-flow solutions. BFS is a subsidiary of The Bibby Line Group, a privately held company established in the United Kingdom in 1807. Bibby Financial Services supports businesses of all sizes with flexible, customized financing solutions. With Asset Based Lending and factoring products, BFS gives clients access to the working capital they need to grow and support their businesses. Bibby Financial Services is proud to have helped more than 8,900 clients grow their businesses by providing nearly \$1 billion in funding across the globe. www.bibbyusa.com

March 20

Syracuse Super Show

Syracuse, N.Y.
Through March 21

➔ [Trade Shows page 24](#)

Through March 3

MosShoes

Moscow

Through March 4

Ready to Wear

Paris

Through March 9

March 2

Asia's Fashion, Jewellery and Accessories Fair

Hong Kong

Through March 3

texprocess

The third edition of **Texprocess Americas**, formerly SPESA EXPO, is the largest North American trade show displaying equipment and technology for the development, sourcing, and production of sewn products. Texprocess Americas provides a platform for leading international manufacturers to present their latest machines, plant, processing, IT systems and services for developing textiles and other flexible materials. The event will be held May 3–5, 2016, at the Georgia World Congress Center in Atlanta, Georgia. Once again Texprocess Americas will be colocated with Techtextil North America, making this the largest and best technical textile, nonwoven, machinery, sewn products and equipment trade show in the Americas! <http://texprocess.messe-frankfurt.com>

Osaka International Gift Show

Osaka, Japan

Through March 3

Atlanta Spring Gift, Home Furnishings & Holiday Market

Atlanta

Through March 4

Mifur

Milan

Through March 5

Hong Kong International Jewellery Show

Hong Kong

Through March 7

Trends The Apparel Show

Edmonton, Canada

Through March 7

March 4

Capsule

Paris

Through March 6

Premiere Classe

Paris

Through March 7

Tranoi

Paris

Through March 7

March 5

Momad Shoes

Madrid

Through March 7

Norton's Apparel, Jewelry & Gift Market

Gatlinburg, Tenn.

Through March 7

March 6

Travelers Show

Philadelphia

Through March 8

NE Materials Show

Danvers, Mass.

Through March 9

Profile Show

Toronto

Through March 9

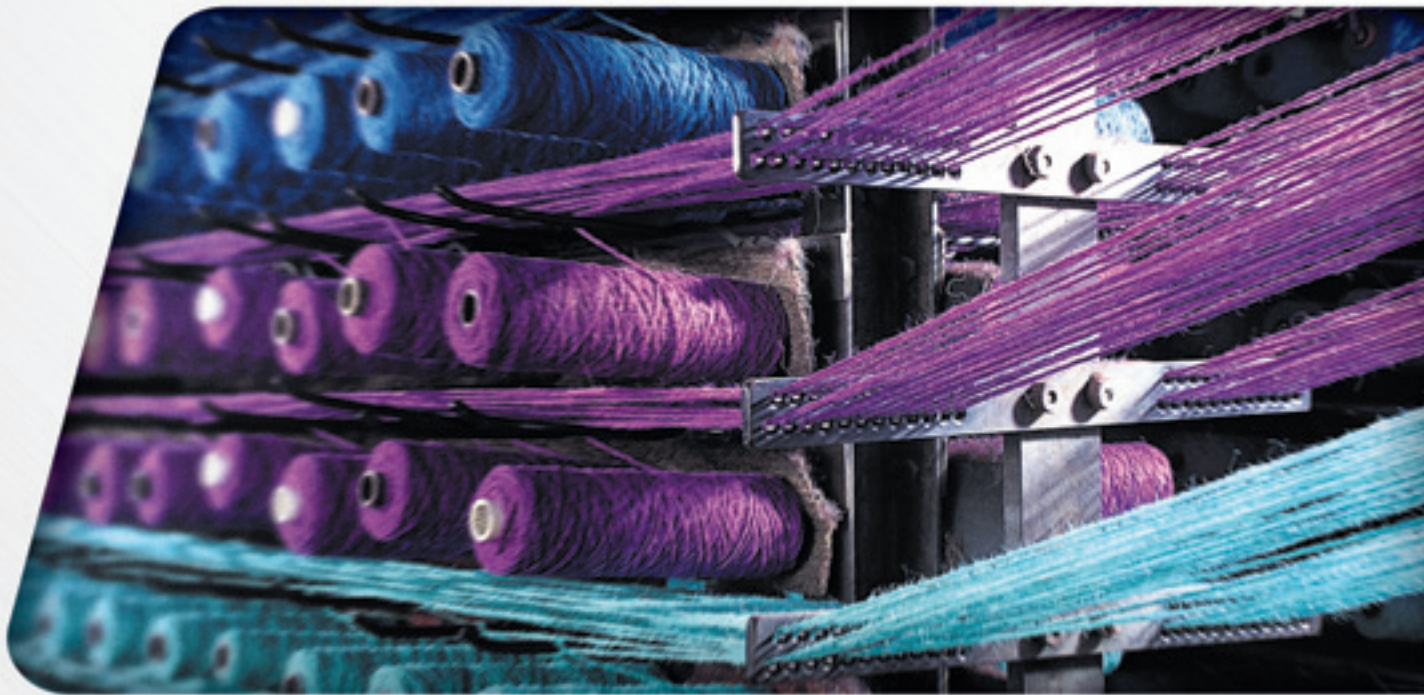
Style Lab

Montreal

Through March 10

WWSRA Show

Denver



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TRADE SHOWS

International Trade Show Calendar

Continued from page 23

Northstar Fashion Exhibitors

St. Paul, Minn.
Through March 22
Quebec Gift Fair
Montreal
Through March 23

March 21

Coast

Miami
Through March 22

San Diego Apparel Accessories, Show & Gift Show

San Diego
Through March 22

March 22

SPREE Europe

London
March 23

Connections

Paris
Through March 24

GlobalShop

Las Vegas
Through March 25

Première Vision Istanbul

Istanbul
Through March 25

Texworld Istanbul

Istanbul
Through March 25

March 29

Travelers Show

Pittsburgh
Through March 30

March 30

FIG

Dallas
Through April 1

Fashion Access

Hong Kong
Through April 1

MM&T

Hong Kong
Through April 1

Dallas Apparel & Accessories Market

Dallas
Through April 2

Dallas Total Gift & Home Market

Dallas
Through April 2

Lakme Fashion Week

Mumbai, India
Through April 3

March TBA

CALA

San Francisco

Chic

Beijing

Children's Club

New York

Coeur

Los Angeles

Dye + Chem Sri Lanka

Colombo, Sri Lanka

GTS Florida Expo

Orlando, Fla.

GTS Jewelry & Accessories Expo

Greensboro, N.C.

India International Leather Fair

Kolkata, India

Indianapolis Children's Show

Indianapolis

Interstoff Asia

Hong Kong

Kingpins

Hong Kong

Mercedes-Benz Fashion Week

Istanbul

Mercedes-Benz Fashion Week

Tokyo

Tokyo



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Micam Shanghai

Shanghai

National Bridal Market

Chicago

OffPrice

London

Première Vision Shanghai

Shanghai

Prime Source Forum

Hong Kong

Style Fashion Week

Los Angeles

Taste

Florence

Venue

Los Angeles

April 1

Portland Gift & Accessories

Portland, Ore.

Through April 3

April 2

The One

Dallas

Through April 4

Boston Gift Show

Boston

Through April 5

Stylemax

Chicago

Through April 5



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SUN STATE TRADE SHOWS

Apparel

Accessories

Shoes

Gifts

ARIZONA APPAREL SHOW

NEXT SHOW:

January 3-5, 2016

Mesa Convention Center

Mesa, AZ

Future Show :

April 17-19, 2016

Phoenix Convention Center

Phoenix, AZ

SAN DIEGO APPAREL SHOW

NEXT SHOW:

March 21 & 22, 2016

Town & Country Resort Hotel

San Diego, CA

www.arizonaapparelshow.com

info@arizonaapparelshow.com

www.sandiegoapparelshow.com

chinds@sandiegoapparelshow.com

TRADE SHOWS



Comerica Bank has been providing financing and commercial banking services for nearly 150 years. Our apparel team has over 20 years of industry experience and delivers customized solutions for apparel and textile companies by providing management of growth, cash, risk, and wealth. Other tailored products include trade finance, equipment and real estate financing, foreign exchange and hedging. We can also work with your factor through established inter-creditor agreements. Member FDIC. Equal Opportunity Lender. www.comerica.com/apparel

Fashion Week El Paseo
Palm Desert, Calif.
Through April 9

April 3
Fashion Market Northern California

San Mateo, Calif.

Through April 5

Market (LA Mart)

Los Angeles

Through April 5

April 4

LA Majors Market

Los Angeles

Through April 6

Las Vegas International Lingerie Show

Las Vegas

Through April 6

April 6

Made in France Première Vision

Paris

Through April 7

April 7

Atlanta Apparel

Atlanta

Through April 11

April 8

Denver Apparel & Accessory Market

Denver

Through April 10

April 10

NW Trend Show

Seattle

Through April 12

April 11

International Textiles Expo

Las Vegas

Through April 12

April 12

Première Vision Designs

New York

Through April 13

April 13

Luxe Pack

Shanghai

Through April 14

April 14

Jewelry, Fashion & Accessories Show

Rosemont, Ill.

Through April 17

April 17

Michigan Women's Wear Market

Livonia, Mich.

Through April 18

Arizona Apparel, Accessories, Shoes & Gift Show

Phoenix

Through April 19

New England Apparel Club

Marlboro, Mass.

Through April 20

The Deerfield Show

Deerfield, Ill.

Through April 18

April 20

China International Gold, Jewellery & Gem Fair

Shenzhen, China

Through April 22

Hong Kong International Home Textiles and Furnishings Fair

Hong Kong

Through April 23

April 21

Manila F.A.M.E. International

Pasay City, Philippines

Through April 24

April 22

Memphis Gift and Jewelry Show

Memphis

Through April 24

April 26

JFW International Fashion Fair

Tokyo

Through April 28



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

JiTAC European Textile Fair

Tokyo

Through April 28

April 27

China Sourcing Fair

Hong Kong

Through April 30

Hong Kong Gifts & Premium Fair

Hong Kong

Through April 30

April 29

Billings Market Association

Billings, Montana

Through May 1

April 30

Trendz

Palm Beach, Fla.

Through May 2

April TBA

Accessorie Circuit

New York

Atelier Designers

New York

Couture

New York

Hawaii Market Merchandise Expo

Honolulu

Intermezzo

New York

Kingpins

Amsterdam

➔ Trade Shows page 26

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Angela O'Brien:
Creative Director &
Owner, Cleobella

Cleobella

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TRADE SHOWS

International Trade Show Calendar

Continued from page 25



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LA Men's Market

Los Angeles

Luggage, Leathergoods, Handbags & Accessories Show
Toronto

Mercedes-Benz Fashion Week China
Beijing

Mercedes-Benz Fashion Week Sydney
Sydney

Motexha

Dubai

New England Apparel Club
Hyannis, Mass.

Nor-Cal Apparel & Footwear Show
San Francisco

Printsource New York
New York



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May 1

IFJAG

New York

Through May 4

May 2

OffPrice

New York

Through May 3

Accessories The Show

Fame

Moda

New York

Through May 4



Gerber Technology provides a complete suite of integrated technology solutions including pattern design and product lifecycle management software, as well as sophisticated automation manufacturing systems for some of the biggest names in the global apparel and sewn goods industries. Over 100 Fortune 500 companies in over 130 countries depend upon Gerber to help create and develop their products, communicate and collaborate with their global partners, and manage their data more efficiently throughout the entire process. From the industry-leading AccuMark® pattern design, grading and marker making software to textiles spreading systems, single- and multi-ply GERBERcutters®, and the YuniquePLM™ product lifecycle management software, the Gerber product portfolio will help its customers decrease time-to-market. Gerber's knowledge and experience in the apparel industry and its worldwide service organization allow it to offer some of the world's leading brands fully integrated solutions. www.gerbertechnology.com



The Park is a collaborative workspace for fashion start-ups, entrepreneurs, individuals, fashion executives, and companies of all sizes. "Perks of The Park" include high speed Wi-Fi, kitchen, conference rooms, receptionist, coffee and tea, screening rooms, printing and copying, private phone booths, apparel showrooms, package and mail service, job boards, storage lockers, special events, corporate benefits, phone and fax lines, and more. Our mission is to create a beautiful, inspiring, and innovative environment that encourages community, collaboration, excellence, success, and a profound sense of joy for our diverse group members. The Park is truly a place where style meets substance. 845 S. Los Angeles St. Los Angeles, CA 90014. (310) 888-4002. www.thepark.life

May 3

Atlanta Spring Immediate Delivery Show

Atlanta

Through May 5

Techtextil North America

Atlanta

Through May 5

Texprocess Americas

Atlanta

Through May 5

May 11

Luxe Pack

New York

Through May 12

May 12

International Jewelry and Merchandise Show

New Orleans

Through May 15

May 15

Surtex

New York

Through May 17

May 17

International Yarn & Fabric Show

São Paulo

Through May 19

Goodman Factors

As the oldest privately held factoring company in the Southwest, **Goodman Factors** provides recourse and non-recourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$4 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small size and centralized-management philosophy, Goodman's clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. Goodman Factors now operates as a division of Independent Bank (Memphis, Tenn.), which has routinely been recognized as one of the Southeast's highest-rated independent banks in terms of customer approval ratings and capital soundness. www.goodmanfactors.com

May 18

Denim Première Vision

Barcelona

Through May 19

May 19

Imprinted Sportswear Show

Nashville, Tenn.

Through May 21

May 20

Fit Expo

Poznań, Poland

Through May 22

Si Sposaitalia Collezioni

Milan

Through May 23

May 23

SPREE Recon

Las Vegas

Through May 25

May TBA

Apparel Sourcing Show

Guatemala City



Visit the 56th **India International Garment Fair** Jan. 20–22 in New Delhi for Asia's finest sourcing destination. Organized and run by Apparel Export Promotion Council (AEPC), the 56th IIGF is a much-awaited event that will host over 300 exhibitors and showcase the latest designs and trends in the apparel industry. A total of over \$47 million worth of orders was received and negotiated in last January's edition, and we are expecting this to go much higher. This is indicative of a high demand of Indian apparel among the buyer community. If you are a buyer, you do not want to miss attending this event. www.indiaapparelfair.com

Chicago Apparel & Accessories Market

Chicago

Designers and Agents

New York

GTS Jewelry & Accessories Expo

Greensboro, N.C.

ITMA Showtime

High Point, N.C.

Modama

Guadalajara, Mexico

Modprima

Florence

Peru Moda

Lima, Peru

Première Vision São Paulo

São Paulo

Premium Textile Japan

Tokyo

The ASI Show

New York

Venue

Los Angeles



On the cover:
Mario de la Torre
Spring '16 runway
show at
Style Fashion Week
(Photo by John
Eckmier)

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.

Brushing
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Prints
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Capabilities that inspire



KNITTING



DESIGN



R&D



DYEING



PRINTING



FINISHING

For over 25 years, we have manufactured our collection of more than 4,000 European-quality fabrics in our Los Angeles-based facility. We offer faster deliveries, superior quality control, and vertically-integrated services for all major fashion categories.



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Creative Director
and Designer
Circleline

Rosa Pujol
Creative Manager
Gratacos

Riccardo Bruni
Textile Designer
Lyria

Wendy Richard
Style Manager
Mégisserie Richard

Takao Ozaki
Creative Director
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Federica Martini Masoni
Style Office Chief
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