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2024

Trade Shows

November 2023



Trade-Show Q&A • Technology • International Trade-Show Calendar



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The Las Vegas destination for top young contemporary brands and unmatched hospitality returns in 2024 with more resources than ever before. Starting this February, buyers can source from even more top lines and categories with the co-location of Womenswear In Nevada (WWIN) alongside Las Vegas Apparel at The Expo at World Market Center. Plus, gift and lifestyle crossover brands will be on display in the permanent showrooms that make this market unique among Las Vegas Fashion Week offerings. Together, the collaboration will create a new and exciting destination, filled with resources and amenities for buyers to enjoy. Don't miss it!

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Event Producers Are Recharged, Ready to Go for Trade Shows in 2024

By Dorothy Crouch *Contributing Writer*

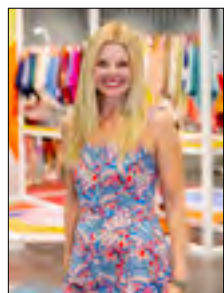
Trade-show producers have recovered from the hurdles of the last few years with many lessons learned during the COVID-19 pandemic. While the fashion industry continues to face challenges, trade-show producers are emphasizing their roles as partners and invaluable resources.

The upcoming 2024 trade-show calendar features many of the industry's most trusted events, but these productions are taking fresh steps to accommodate visitors

and exhibitors with a variety of needs. Tactile trade-show experiences remain crucial to buyers, yet there's still a need for virtual offerings. Buyers also want to engage with their peers, industry experts and brands to build relationships, explore sustainability initiatives and cultivate agility in the business.

As the trade-show industry prepares for a fresh year, *California Apparel News* asked trade-show leaders: *What is your priority as a trade-show producer as we move into 2024, and what is at the core of your decision-making when creating experiences for your guests?*

Jennifer Bacon
Vice President of Fashion and Apparel Shows
Messe Frankfurt, Inc.
www.texworldnewyorkcity.com



Simply put, we serve as a platform for global sourcing, education and networking for the industry. We aim to create experiences that showcase cutting-edge innovations and sustainable solutions as well as facilitate

collaboration, growth and knowledge exchange within the textile and apparel sector.

Personalization is another key focal point for 2024. Our enhanced attendee relations look to offer guests a more tailored show experience, showcasing product categories, education and trends that resonate with and fulfill their unique needs.

Tricia Barglof
Executive Director
OffPrice Show
offpriceshow.com



As OffPrice moves into 2024, our priority is to address the evolving needs of retailers who are adapting to changing customer demographics and shopping habits in today's economic climate.

OffPrice plays a crucial role in helping retailers develop relationships with vendors who can meet these new demands by offering flexibility, quick turnaround and low-risk wholesale orders that buyers can't find elsewhere. We aim to be a year-round resource for buyers, continuously

showcasing the diverse range of unique opportunities available in this market.

We recognize that the shift in registration trends within the trade-show industry, as noted post-pandemic, requires us to be even more accommodating. We understand that retailers, especially small businesses, are still grappling with barriers like staffing shortages and inflation, which can make it harder for them to attend as many shows as they did in the past. Therefore, our decision-making revolves around ensuring that our trade-show experiences are accessible, accommodating and provide the necessary resources to address these challenges, allowing both buyers and vendors to connect and thrive in this changing landscape.

Chantal Danguillaume
Show Director
Playtime New York
iloveplaytime.com



Launched in 2010, Playtime New York quickly established itself as a major event for the kids' fashion and lifestyle industry in the United States. Committed from the start to meeting buyers' needs as closely as

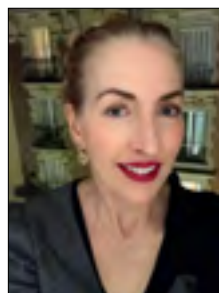
possible, Playtime has continuously adapted to changes in the industry. When buyers began looking for a broader, more eclectic offering, the Playtime family grew to include Kid's Hub in August 2021. Providing a selection of brands targeted to the broader U.S. market, the Kid's Hub selection complements the offerings from Playtime, enabling buyers to find everything they're looking for at a single show.

With a curated blend of independent designers, well-established international labels and the best American brands, every sector of the kids' fashion and lifestyle market is represented. Featuring insightful seminars where

industry experts decode shifts and new trends in the children's market and trend spaces that immerse visitors in the must-haves for the upcoming season, Playtime and Kid's Hub provide space for developing businesses. With a complementary ordering platform and CRM tool, Orderwizz enables buyers and brands to connect before and after the show.

Playtime and Kid's Hub offer the most complete wholesale experience in the market. That is the motivation at the center of all that they do. By providing a space to place orders, grow business and develop partnerships, Playtime and Kid's Hub New York continue to build an international, professional community.

Kirsten Griffin
Visitor Promotions Director, Fashion Division
Curve/Comexposium U.S.
Curveexpo.com



Curve is evaluating the best opportunities available to make memorable experiences. We want to produce a personalized journey from the moment a brand or buyer walks onto the show floor. In particular, our regional shows—Curve Los Angeles and Curve Montreal—offer the chance to organize an event that takes into account the lifestyle of the attendees.

For our upcoming Los Angeles show, this means a return to the Westdrift Manhattan Beach hotel, which is an incredible venue that has a Southern California vibe with indoor/outdoor spaces overlooking a golf course. The majority of our attendees and exhibitors stay at the hotel for the entire two-day event. At Curve, we call it a "showcation" because the lines are blurred between mixing business with pleasure. Shopping is the No. 1 priority for our buyers. However, we offer multiple

chances to connect and hopefully build life-long relationships, whether it's on the show floor enjoying a gourmet buffet lunch, dancing at our VIP beach party, taking a morning yoga class together or attending a Fit workshop.

The open floor plan of Curve LA allows a sense of discovery, gives equal exposure to our participating exhibitors and, most importantly, encourages interaction. The daily activities are centrally located on the outdoor terrace, which allows brands and buyers to meet up multiple times each day. Creating this Curve community with those special moments are what brings value to our shows and will be our focus in 2024.

Kelly Helfman
President
Informa Markets Fashion
magicfashionevents.com



Informa Markets Fashion events open the space for brands and buyers to do business, but there is much more to our shows. From the time attendees or exhibitors decide to participate, we want them to be immersed in the fashion business and value we provide. We are a trusted industry resource, which supports our customers through our communications so that they are prepared and have the proper tools for a successful event experience. This includes providing engaging content both on-site and online that is timely and applicable to our audience.

Our goal is to keep the industry informed on relevant topics covering all aspects of business from sourcing to supply chain to the final point of sale. It is also about a seamless on-site experience that allows our customers to be able to discover new brands and buyers through a well-curated and merchandised

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What is your priority as a trade-show producer as we move into 2024, and what is at the core of your decision-making when creating experiences for your guests?

Trade-Show Q&A *Continued from page 3*

show floor.

Moving into the new year, we are focused on sustainability and committed to continuously improving the way we approach this initiative. We recently introduced our Verified Sustainable program to all of our brands including MAGIC, Project, Coterie and Sourcing at MAGIC, and we have seen an increased demand and awareness in this category over the last year. This program celebrates brands and manufacturers who are highly achieving the sustainability goals set by the UN, which also helps our buyers to shop with purpose.

Jim Iwasaki
Founder and President
Lisa Iwasaki
Vice President of Operations
OC Apparel Show
ocapparelshow.com



The heart of our show and our mission is to provide both buyers and reps or vendors an incredible experience and exceptional service. The OC Apparel Show is in its fourth year, and we're excited to announce our new location at the Irvine Hyatt Regency.

We're constantly out in the marketplace searching for new and special merchandise to help set apart our show from others. We attend the top shows in the country to seek out special merchandise for stores with our signature California coastal flavor.

Part of our show's impeccable service is to provide our concierge service to match up buyers' needs and wants with vendors. This service is very labor intensive but also helps separate us from the competition.

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Tom Keefe
General Manager
Ben Eisenberg Properties/The New Mart
newmart.net



The New Mart will continue to participate and support each of the five L.A. markets scheduled for 2024. The building management and our tenants are continually working to improve and enhance the buyer experience

with numerous amenities, including free parking, cappuccinos and lunches. For this past October market, and going forward for next year's markets, we'll set up champagne and

savories on each floor to put the icing on the cake in our luxury buyer environment.

It's important to emphasize that The New Mart's prestigious showrooms create the ideal location to make future-season line selections where buyers can see the entire range of every brand. In addition to the markets, our showrooms are open throughout the year.

Anna Knight
SVP Global Licensing Group
Informa Markets
informamarkets.com



Our No. 1 priority is providing value for our attending audiences through interactive experiences and exceptional quality return-on-engagement for businesses. For the brands that exhibit with us, we focus on expanding across

verticals that are strategically aligned with our industry inclusively, providing a touchpoint for markets where there is opportunity to foster relationships, learn and grow by meeting in person. We aim to be the provider for that outlet.

This year, our show theme for Licensing Expo is "Brands at Play," so we are emphasizing all licensing businesses that touch universal entertaining moments, whether it's animation, toys, sports or other markets.

We strive to put our guests at the core of the show experience, and our decisions are fully centered on providing them the full value of connection.

Ed Mandelbaum
President
Designers and Agents
Designersandagents.com



While D&A is always reevaluating ways to improve the experience for both retailers and brands, the foundation of our model has remained consistent. The trade show is first and foremost a platform for the

discovery of new resources for retailers and the opportunity for both emerging and established brands to increase their bandwidth through exposure to the right audience.

D&A focuses on creating an atmosphere that supports the purpose and goal of all trade events and their participants, which is the business of fashion. The show space and hospitality all contribute to that end but moreso by curating the selected brands and providing retailers with a focused presentation that can be translated for their own retail environment.

The goal at D&A is to deliver those objectives in the best way possible, and through these efforts D&A has built a tremendous sense of community, which was very evident at the recent shows.

Bob Maricich
CEO
ANDMORE
Atlanta Apparel
Formal Markets
Las Vegas Apparel
andmore.com

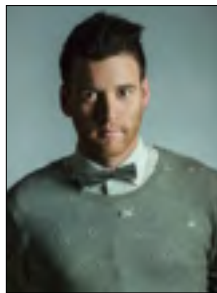


Creating markets that are efficient, effective and compelling is our top priority at ANDMORE and continues to be our focal point moving into 2024. To do this, we prioritize discovery of new brands, curate a wide range of re-

sources for buyers and provide value-added opportunities that enhance community and generate memorable market experiences.

In 2024, ANDMORE's Atlanta Apparel at AmericasMart Atlanta and Las Vegas Apparel at the World Market Center Las Vegas will present a breadth and depth of product offerings—from both well-established and best-selling brands alongside exciting new innovative and emerging brands. To further efficiency for buyers and suppliers, ANDMORE has synchronized the date patterns of its apparel markets, opening and closing temporary exhibits and permanent showrooms on the same days at each of our seven Atlanta markets. In doing so, we will create logistical consistency and provide a more streamlined sourcing experience. We are also updating our educational and event programming dynamically throughout the year to continue to provide value, as buyers need change.

Matthew Mathiasen
Event Director
NY Now
nynow.com



NY Now's priority, as the gift, home and accessories trade show turns 100 this year, is to create meaningful connections and foster an environment of education and growth. At the heart of our decision-making process is a commitment to enhance the overall experience and value for attendees and exhibitors.

We recognize the importance of fostering robust connections on the show floor and have simplified our layout and embraced strategic merchandising, ensuring efficient way-finding and effortless discovery for attendees. We introduced NY Now Online, a wholesale platform that allows buyers to connect with brands 24/7/365, transcending the confines of physical events to offer a continuous, holistic experience for networking and exploration.

We've established our Incubator Program to support emerging brands with the tools and knowledge to thrive in the competitive marketplace. By empowering new talent and ideas, we contribute to the industry's vitality and innovation.

We reinvested in our event programming, carefully curating panels and workshops to offer a diverse range of insights, from trends and product knowledge to business strategies. By featuring expert speakers and thought leaders, we ensure that attendees leave with a wealth of actionable information and inspiration.

Our mission is to provide value and a sense of purpose to our guests, ensuring that NY Now remains an essential destination for industry professionals. We are committed to the

ongoing evolution of NY NOW to meet the changing needs and expectations of our community, ultimately contributing to the growth and success of the gift, home and accessories industries.

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



As a trade-show organizer, our unwavering commitment is to curate enriching and value-infused experiences for both our attendees and exhibitors. We actively seek and embrace feedback from our valued partners and

event participants, acknowledging the vital role of face-to-face interactions in today's dynamic landscape. With a keen focus on customer input and adaptability, we shape our events to not only meet but exceed the expectations of our diverse audience.

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Customer feedback serves as the cornerstone of our decision-making process, enabling us to refine our procedures and ensure a seamless and efficient order-writing experience. Our agility, a key element in our approach, empowers us to swiftly adjust our offerings to align with the ever-evolving needs of our audience. As WWIN approaches our 25th year of dedication to fostering relationships and delivering exceptional customer experiences, our forthcoming co-location at the Expo at World Market Center with Las Vegas Apparel stands as a testament to our enduring values. We remain committed to elevating the standard of our events and providing unparalleled value to all those who participate.

Cindy Morris
President and CEO
Dallas Market Center
dallasmarketcenter.com



We have always been on the forefront of delivering the newest trends and exclusive brands to our guests in the most seamless fashion. When speaking about latest trends, you can't ignore the global trend that has

worked its way into every element of fashion, which is Western apparel and accessories. Dallas offers major brands such as Ariat, Wrangler and Lucchese.

In addition to our permanent Western showrooms, we host the biannual Western & English Sales Association trade show, which is the nation's largest event for the Western/equestrian industry. Thousands of Western buyers attend only the WESA shows each year, so for brands looking to open new retail accounts with Western stores, Dallas is the place to connect with them. WESA happens two times per year and welcomes brands and buyers to shop the 200,000 square feet of exhibit space, set up with the retailer in mind, so

➔ Trade-Show Q&A page 6

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What is your priority as a trade-show producer as we move into 2024, and what is at the core of your decision-making when creating experiences for your guests?

Gerry Murtagh
Owner and President
CALA Shows Inc.
calashows.com



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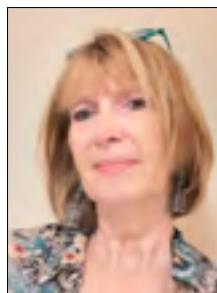
Familiarity and warmth are something we always strive for at CALA. It is a key element of our success in building sustainable relationships with each of our guests. I find it is the small stuff that truly makes a difference in business. From setup to breakdown, service is not something we just talk about—it defines every decision and goal.

As a father of five amazing young sons, I always wanted to teach and share with my boys something of great value from my years of dedication and hard work. I am learning as fast as our exhibitors and retail partners that in 2024 my boys are the future of CALA. Their innovation and spirit of constantly coming up with nuances are elevating CALA in ways that I never thought was possible. The adage “why fix it if it’s not broken” to me is a cop-out. The one thing in life that is constantly changing is change itself, especially moving into 2024.

My true legacy for my sons is for them not to be like me but to be much better than me. With that said, CALA for 2024 is about family. That family is everyone who is a part of CALA Shows.

CALA Trade Shows’ core focus moving into 2024 is to continue to provide our exhibitors, retail partners and invited guests an interactive experience in an environment where good business is

Susan Power
Founder and Show Producer
The Fabric Shows
TheFabricShows.com



At The Fabric Shows we’re always thinking about tomorrow. What will our buyers be looking for and how can we make it easy for them to source with us.

For over a decade now, The

Fabric Shows has been providing a unique experience. Our curated group of fabric resources offers buyers an opportunity to meet with mills, converters and importers from the Americas plus agents for European mills.

We’re the go-to shows when you are looking for low minimums, quick turnaround and domestic small-lot production made in the U.S.A. In addition to brands and private-label producers, retail fabric stores also find key resources to meet their needs.

Our exhibitors provide a friendly, nurturing environment for startups—they realize they’re our future. They are carefully placed so as not to be near a competitor. We want buyers to feel comfortable exploring new resources, without being under a watchful eye. Exhibit spaces are assigned depending upon their product line, and then their preference as to location is considered. Some like to be upfront while others prefer a corner or middle aisle.

In 2024 and beyond, we will continue to work on creating a warm and welcoming environment for all, and The Fabric Shows will continue to promote and support partners that offer made-in-the-Americas products.

Jason Prescott
CEO
Apparel Textile Sourcing
appareltextilesourcing.com



As an international sourcing event producer, location, collaboration and timing are more important than ever. Having progressive communication dialogues within the entire ecosystem to foster convergence

naturally enhances the ability of our exhibitors and attendees to network properly. While enhancing the show experience on-site involves many factors, we believe much of that is ubiquitous and ongoing as an established event producer.

Our decision-making has become adaptive. For example, our 2022 Apparel Textile Sourcing Canada show dates were initially set for August, but two months prior to showtime and after much discussion within the industry, we moved the show to November, which took tremendous effort. All things must be open for discussion.

Trade-Show Q&A *Continued from page 4*

that they can educate and impress with new and exciting products and concepts, along with the time-tested favorites.

At the heart of every decision we’ve made since our doors first opened is curating the best brands in one place. When planning our markets, welcoming new tenants or hosting external events, our main objective is to add as much value as we can. We are meticulous about details that are critical to the positive buyer experience we pride ourselves on. As we go into the new year, we will continue to curate the best so our guests can have the best experience.

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What is your priority as a trade-show producer as we move into 2024, and what is at the core of your decision-making when creating experiences for your guests?

Trade-Show Q&A

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Devon Ranger
 Show Director
 Collective Shows
 collectiveshows.com

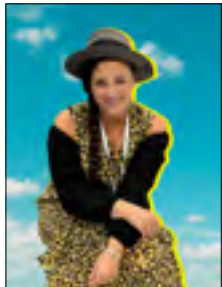


Everything we do at Collective Shows is for our amazing community. Our priority is to ensure that our brands and retailers have a space to conduct business that complements the swim and active culture and lifestyle, creating a platform for inspiration. Through several surveys conducted in 2023, as well as many direct conversations, we

found that retailers and brands find value in the experiences, education and networking events hosted at our markets.

Collective Shows has become a home for the community to connect, share and inspire. As we head into 2024, we are cultivating new experiences for attendees through educational series, trend forecasting on the runway and hands-on activations to feel, see and try emerging products. The future of lifestyle B2B will be established at Collective Shows.

Moriah Robinson
 Director
 CMC Events
 californiamarketcenter.com

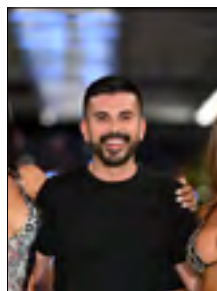


Our priority at CMC for 2024 is to present meaningful trade events that contribute to establishing Los Angeles as an essential destination for fashion business. Our goal is to curate a compelling and comprehensive variety of resources that meet the attendee's business needs and desire for inspiration. As an example, for our LA Textile show, that means creating a showcase of the highest-quality exhibitors for the product and service categories designers want most and delivering these companies from around the world for designers to discover in Los Angeles. For LA Market weeks, that means spotlighting notable brand collections at the CMC that stand out in the marketplace and that will appeal to a boutique's customer and business growth.

Combined with the fruitful business connections we hope to help facilitate through

LA Textile and LA Market, we believe it's important for our attendees to return home with a lasting and holistic event experience. From online preregistration to an attendee's exit out of our event space, we plan every detail of our trade events and markets to leave attendees feeling inspired, energized and excited about the next steps for their fashion business.

Erik Rosete
 President
 Art Hearts Fashion
 artheartsfashion.com



Our main priority moving into 2024 is to focus on innovation and guest experience. With so many people going virtual, or shifting to different cities, it is important for us to stay at the forefront of ever-changing trends in the fashion industry. We strive to evolve with the industry and plan on expanding our unique approach to fashion-trade-show experiences to other cities.

Olivia Schott
 Creative Operations Manager
 Preface
 prefaceshow.com



As a boutique trade show focused on textile innovation, our decision-making is deeply rooted in making the attendee experience educational, digestible and inspirational. Decision-making is a huge part of planning Preface—from the decision of which exhibitors we want to partner with to deciding which innovation stories feel most meaningful to us—and each season poses a unique set of challenges. The goal is to present suppliers who are focused on creating interesting and responsible products and to convey textile innovations in a compelling and intelligible way.

When choosing innovations to focus on for the season, we consider what we're personally excited by at the moment. It needs to offer a better alternative to conventional practices, and it must be accessible to brands. Our job is to tell the innovation story in a way that resonates.

With all the trade shows back up and running post-COVID, we recognize the importance of our attendees' time. It drives us to present a focused message with meaningful takeaways. It's a curated and immersive experience that we hope attendees walk away from feeling connected, informed and inspired.

Trade-Show Q&A page 10

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What is your priority as a trade-show producer as we move into 2024, and what is at the core of your decision-making when creating experiences for your guests?

Trade-Show Q&A

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Sean Smith
Show Director
Outdoor Retailer
outdoorretailer.com



At Outdoor Retailer, our goal is to support the outdoor industry through connections and commerce. We're focused on getting back to our roots of bringing brands and buyers together to both help build meaningful relationships and do business. And when we do that right, the greater outdoor community comes together and benefits from it.

tionships and do business. And when we do that right, the greater outdoor community comes together and benefits from it.

Starting in 2024 we're introducing a fresh format that allows us to better make those connections happen, which includes expanded hosted buyer programs, new booth-space plans and a co-located new show, Outdoor Design + Innovation. These changes all stem from ongoing, industry-wide discussions and reflect our commitment to foster the right connections in the timeframes that best support product cycles and ultimately enhance business opportunities. As brands have told us, they're thinking differently about how to bring goods to market in this changing global economy, so it's imperative we offer options to meet current market conditions. It also creates more opportunities for emerging brands and startups.

Judy Stein
Executive Director
SwimShow
swimshow.com



SwimShow recently celebrated 41 years in the trade-show business specializing in swim, resort and vacation wear. Over the years, we've certainly been named the authority in bringing together the swim

industry in South Florida, originating as the Swimwear Association of Florida and more recently known as SwimShow, held at the Miami Beach Convention Center every summer.

Our priority has always been the same goal—bring the industry's best buyers and brands together and have them connect under

one roof, over three days, in Miami Beach. They flock to SwimShow from all over the world: Latin America, Europe, Asia, Africa, Australia plus North America and, most recently, a fabulous influx of Colombian and Italian brands that come to Miami Beach for the market week.

Times are different than the pre-social media and digital era, but buyers still have to touch and feel product in order to place a buy with a brand. There is nothing like seeing something in person and connecting face-to-face during market week.

While the meetings between brands and buyers may stay the same as they have for years, we do always strive to elevate the experience for all. At our most recent edition, we collaborated with fashion photographer Mathew Sprout, who presented his swim-focused artwork, exhibition style, at our show entrance. Other advancements included branded directional signage, stylish décor, a panel discussion, a fashion presentation, a great DJ and other amazing partners, all of which play a part in providing a fun and exciting experience.

Mark J. Subers
President
PRINTING United Expo
printingunited.com



PRINTING United Expo features comprehensive offerings for the printing, packaging, apparel and graphic-arts industries. Each fall, the event is held across three days in which the industry gathers

to see the latest technology and experience education for all market segments through hands-on, classroom-style and thought-provoking panel discussions. They can also take part in significant opportunities for peer-to-peer networking engagements.

Moving into 2024, our priority as a trade-show producer is to continue to provide a 360-degree opportunity in one central location for printers to investigate their core application offering, such as apparel decoration, as well as provide a wider breadth and depth of new areas of potential application diversification. The goal is to drive success for the attendees, exhibitors and the industry as a whole.

For the apparel community at the expo, we have a dedicated Apparel Zone, Future State Theater, segment-focused Community Hubs with daily happy hours and tours. The event itself also has chances to have a bit of fun with peers with our opening-night party, golf simulator and other show-floor activities. Our commitment as PRINTING United Alliance, producer of the expo, is to continue to serve the industry as a mission-driven association to help elevate the industry by providing best-in-class programs, services and events.

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Markets throughout 2024 to meet all of your sourcing needs:
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JULY 30-AUGUST 2 | OCTOBER 15-18

As the new year approaches, it's time to turn the page and embark on a new journey. Atlanta Apparel is ready to help you by hosting industry-leading brands, trend-driven experiences, and can't-miss networking events. Come to discover, connect, and get inspired in 2024.

For event details and registration, visit Atlanta-Apparel.com
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Trade-Show Q&A

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Mary Taft
Executive Director
Fashion Market Northern California
fashionmarketnorcal.com



Our top priority is to offer easy access to retailers to buy the top hot and desirable brands. We offer a convenient marketplace for our stores to meet up with the reps and manufacturers to view their collections.

We entice buyers to our show with exciting giveaways and daily events as we know that it is difficult for buyers to leave their stores, so we do want to make the experience at FMNC easy and comfortable. We begin with complimentary valet parking. We provide food and treats throughout the day, so a buyer does not feel in need of anything during a visit.

We strive to make buyers and exhibitors feel welcome and appreciated when creating experiences. We will continue to offer buyers that have not attended our show in the past few years, or at all, a free night at the hotel. It's a great incentive, and many buyers do Stay & Shop with us—especially on Sunday night, when we have music.

We have always given a bag away at our January show and will continue to. We will offer exciting events on each floor, on each day, so that buyers can break up their day with some kind of treat.

We will continue to offer great rates and an affordable show to exhibitors and a pleasant, friendly shopping experience for buyers with wonderful clothing, accessories, shoes and gift brands.

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



Heading into our January 2024 Surf Expo, we are focused on key areas in order to provide the best experience for our exhibiting brands and attending retail buyers.

The show is the marketplace for surf and beach lifestyle retailers to find the next new. As new products continue to be the top reason our buyers attend our event, we want to facilitate connections between buyers, sellers and me-

dia professionals to discover the latest trends and new products at the show. One of the tools we will be utilizing to connect buyers and sellers before, during and after the show is our Connect matchmaking tool. In addition to that, we will also offer free lead-retrieval technology to our exhibitors so they can capture data on leads during the show.

The show is known for its energy, culture and upbeat vibe, which can be felt across the show floor. On-site, we curate a fun and engaging atmosphere for both brands and buyers by hosting industry parties, happy hours, daily fashion shows, industry award shows and the annual surfboard-shaping contest. We know our retail buyers come to mix business and pleasure, and our on-site amenities should make them feel welcome and relaxed.

The show will also offer relevant free retail educational sessions and informative opportunities. Surf Expo is more than just a place to buy and sell products. It is also a place to learn about the latest trends happening in the surf and resort industry and to learn from experts in the field.

Vivian Wang
Managing Director and Global Sales Manager
Kingpins Show
kingpinsshow.com



Kingpins is not just a trade show. We see ourselves as a platform for the global denim community. We want to help our community thrive financially as well as spiritually. With that in mind, we strive to create

unique, inspiring and educational experiences for our exhibitors and guests.

That is the thinking behind The Boxes, a recent addition to our show, which celebrates creative collaborations between mills and artisans.

We also started hosting a panel discussion titled "Key Pieces From Inspiring Wardrobes Around the World," which is an opportunity for people from our community to share and discuss favorite pieces from their own wardrobes.

Discovering and promoting sustainable and responsible materials and manufacturing is also central to everything we do at Kingpins. We have recently expanded two of our initiatives that are related to this endeavor: Most Sustainable Product (MSP) and One Denim.

MSP is an opportunity for our team to scout the show floor to find innovative and sustainable products and processes and then share that information with our community. We created an MSP collection to showcase these developments. This season, we introduced touchscreens on the show floor, where attendees could dive into the details of the collection and the initiative.

One Denim was created to address waste in our industry. The concept is to show the breadth of creativity that can be created using just one base fabric. With sustainability targets fast approaching, we will continue to prioritize developing and sharing information like this with our community. ●

Submissions have been edited for clarity and space.

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| KOZAKH | MISENVER |
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| Hailey Gerrits Design | Moonglow |
| MATT & NAT | la's Threads |
| Soruka | Dolma |
| Bandits Bandanas | Pure NY |

Attend NY NOW this February to experience the only wholesale event mastering both scale and intimacy. Immerse yourself in a curated selection of emerging and legacy apparel & accessories brands – all sure to supercharge your retail business.



Scan the QR code or visit the below link to register:
market.nynow.com/calapparel

A close-up photograph of a woman's face and hand. She is wearing a large, ornate, multi-tiered earring with many clear gemstones. Her hand is raised near her chin, showing several rings and manicured nails with a metallic, shimmering finish. The background is a soft, out-of-focus grey.

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With the Co-location of Las Vegas Apparel and Womenswear In Nevada— There's a New Game in Town



The Expo at World Market Center Las Vegas

In a town where everything is a gamble, Las Vegas finally has one sure winner: the inaugural co-located Las Vegas Apparel (LVA) and Womenswear in Nevada (WWIN) show, taking place February 13–15 at The Expo at World Market Center Las Vegas. Over 500 brands will exhibit their latest creations and the fashion industry will enjoy a trade-show experience at a whole new level.

This industry-shaking new partnership is a veritable jackpot for an industry increasingly facing time and budget constraints. LVA x WWIN will offer an array of amenities aimed at facilitating order writing in a seamless event space located in a part of Las Vegas where old-school cool meets a burgeoning and trendy arts and restaurant scene, all located just 10 minutes from the Las Vegas Convention Center.

And with an unparalleled roster of exhibitors scheduled, the entire experience promises to be the ultimate in tradition with a twist.

Caron Stover, Senior Vice President of Apparel for Las Vegas Apparel, and Melissa K. Montes, Vice President of Womenswear in Nevada, explained how this dream partnership came about and how it will transform the trade-show landscape of Las Vegas.

How will this partnership make the Vegas trade-show experience easier for buyers and exhibitors alike?

MKM: For WWIN, we'll be much closer to the other shows now than when we were on the Strip, which will help give buyers the best possible show experience with the amount of time they have. WWIN has always prioritized efficiency and convenience for buyers. Las Vegas Apparel shares this philosophy. We will continue providing complimentary amenities such as breakfast, lunch, and afternoon refreshment breaks each day, allowing buyers to focus on order writing, which is very different from other shows—no need to hunt down a \$10 banana here! We have a great invitation-only Buyers Concierge program, allowing them to refresh throughout the day and keep them happy while they're on campus. In addition to being able—if they suddenly realize they need to shop more Resort collections, for example—to point them to 10 brands who meet their needs right away.

We use a lot of words like “curated” and “collaboration” because we've really handpicked what this experience will feel like. And for both buyers and exhibitors, the stress of those valet lines and the hustle and bustle of being on the Strip, we wanted to take all that away. And, frankly, the cost of Vegas has gone up, and this is a more cost-effective way to do business.

CS: We own this building, so we can be much more agile with the industry's needs, and we're able to manage costs so much better and pass that savings on to our customers. And you'll

be amazed when you see the ease of the building—a beautiful, and newer, one-floor expo in downtown with free parking!

Exhibitors and hosted buyers get a hotel room when they sign up with either of the shows, and that's so unique for the industry—for buyers we have lodging partners that are close to the facility and are astonishingly more affordable than the Strip. In addition to the vintage venues, there are brand-new places such as Circa, which is state-of-the-art resort, and The English, which is more of a boutique hotel.

It's one thing to go to the trouble and expense of coming to Vegas and quite another to actually do business. What else have you done to help facilitate order writing?

MKM: From the moment you walk in, you'll see the show is very well merchandised on both sides so you can go exactly where you need to go. Our amenities mean you don't have to leave in the middle of a conversation, thanks to our white-glove concierge customer service. Buyers have told us that especially with this shortened market because of the Super Bowl, order writing is their priority.

CS: Our buyer-engagement team works very closely with both the exhibitor and buyer side of things and is available 24/7 to answer questions and help make connections.

There's Vegas business and then there's Vegas fun. Will the show be all work and no play?

CS: This part of town also has an amazing arts district, a brewery row, and a bit of a hipster vibe for a slice of Las Vegas that many people don't even know exists. It's both the old school as well as the newer and trendier part of town—and has some of the best restaurants.

MKM: We like to create a vibe and will have DJs, parties, hosted buyer events, and some amazing giveaways—but we don't want to reveal too much. Fremont Street is right here, and it is very exciting. They've done an amazing job with revitalizing what was considered the “Old Vegas.” People can definitely expect a good time. On our scouting trip here, we've been having maybe a little too much fun!

In these challenging times, what do you say to both buyers and exhibitors still sitting on the fence, unsure about attending?

MKM: I think it all comes down to trust in the ethos of both these businesses, WWIN and LVA, which is really why we decided to do business together. People should come and feel like they're joining something and becoming part of a partnership because that's how we're looking at everyone else. Collaboration over competition is our North Star.

CS: Absolutely. This is really going to be an experience unlike any other. This format is so comfortable and magical for doing business. It's so easy that if you're worried, “Oh no, another show,” rest assured that you simply won't find this variety and depth in such an easy-to-shop format. It just doesn't exist in Vegas.

This sounds like a match made in heaven. Who made the first move?

CS: It was really the customers who brought this up and made us say, “You know what, we need to start having these conversations.”

MKM: It was a mutual courtship and really fun discovering that we run our businesses very similarly, with the same priorities and values. We want to extend our gratitude to those customers who said that combining shows would be a great idea, because they were right. They spoke, we listened, and now it's happening.



Melissa K. Montes and Caron Stover



The Expo at World Market Center Las Vegas



The Expo at World Market Center Las Vegas

**LAS VEGAS APPAREL
AND MORE**

For more information about LVA,
please visit LasVegas-Apparel.com
and [@apparelmarkets](https://www.instagram.com/apparelmarkets) on social media.

**WWIN WOMENSWEAR
IN NEVADA**

For more information about WWIN,
please visit WWINshow.com and
[@wwinshow](https://www.instagram.com/wwinshow) on social media.

CURATED. COLLABORATIVE. CONVENIENT.

Starting this February, buyers can source from even more top brands and categories with the co-location of Womenswear In Nevada (WWIN) alongside Las Vegas Apparel (LVA) at The Expo at World Market Center. This collaboration will create a new buying destination, filled with world class amenities for buyers and an elevated and exciting environment for order writing every February and August.

Las Vegas Apparel (LVA) and Womenswear In Nevada (WWIN)

February 13–15, 2024

Come see what all the buzz is about!
Mark your calendars for February 2024 and
learn more by visiting LasVegas-Apparel.com
and WWINshow.com.

@apparelmarkets | #shoplva
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LAS VEGAS APPAREL
AND M(ORE)

WWIN WOMENSWEAR
IN NEVADA

Celebrating Its 50th Year, Lectra Continues to Build on a Legacy of Digitalization

By Christian Chensvold *Associate Editor*

Fifty years is an eternity in fashion, and even more so in technology. Which is why Lectra's success story is practically a tale of immortality. Once upon a time—in 1973, to be exact—twin brothers Jean and Bernard Etcheparre started **Lectra Systems** in Bordeaux, France, becoming pioneers in the process.

Half a century later, the *California Apparel News* caught up with Chicago-based French native Ketty Pillet, Lectra's vice president of marketing, to congratulate her on the milestone and discover how Lectra's *esprit* of innovation shows no signs of slowing.

CAN: What would you say is French about the company?

KP: We're very international now, but the brothers who founded Lectra were engineers, and I think their contribution was to always make something right and make it work. The French DNA goes into the details that make not just innovative solutions but also robust ones that work over time.

CAN: What was the brothers' vision for Lectra at the beginning?

KP: It was very futuristic at the time: to use CAD—computer-assisted design software—to digitalize the very manual artistic world of fashion and fabric. So their vision was really automation, and it has evolved to not only digitalize but optimize. We all know that the world of apparel is not the most sustainable, so now we're optimizing and going more into what we call the Industry 4.0 world.

CAN: What did "digitalize" mean in 1973, since it certainly means something else now?

KP: At the time, digital simply meant having apparel patterns drawn on a computer screen so they could be easily changed. Of course we had no idea that "digital" would become what it is today, when it's not enough to just have the pattern on a screen in order to make changes. Now it's about managing all the data: the sizing, the flow, through the PLM system, and everything from design to production, including cost, margin and all the suppliers. So "digitalized" has evolved



One of Lectra Vice President of Marketing Ketty Pillet's most recent daunting tasks has been figuring out how to get the company's 2,500 employees worldwide to celebrate together at the same time.

to mean the whole supply chain and how to make data useful for a business.

CAN: How would you characterize the improvements you continually make to your solutions?

KP: If I can pinpoint the one most important thing, I'd say it's to have the right data at the right time in order to make the right decision. You have to anticipate and try to produce the right things so that things will be sold and not get stuck in inventory, and that's a very complex equation today.

CAN: Lectra says it is leveraging AI, Big Data, the Cloud, the Internet of Things and other tech buzzwords to help advance Industry 4.0. What does all that mean?

KP: Industry 4.0 is the umbrella term, and I believe it originated in Germany. It's like how the industry began with steam and coal and now we're adding digital data, so we're in the fourth era of the Industrial Revolution, and all those things are the next steps in modernization. For example, our solution's competitive benchmarking feature uses AI to scrub websites all around the world to get data and put it nicely organized into

dashboards to show what people are buying, with sizes and colors and so forth. You can see this is a long way from our beginnings in the 1970s digitalizing a pattern! And today it's not just having the data but being able to integrate the data and optimize the process from one step to the next. If the right data doesn't flow throughout the production process, then you're going to make mistakes.

CAN: How does a growing company, or an established one needing an upgrade, begin to work with Lectra?

KP: First off, you don't have to get everything all at once and so the price really depends. Our website shows how you can contact us, and our customer success teams help people understand their needs and then make a recommendation for the best solution for them.

CAN: How are your milestone celebrations going?

KP: We've been organizing to have a celebration this month, but with offices from Shanghai to Paris to the U.S., my day-to-day life has been figuring out how our 2,500 employees can all celebrate together at the same time! ●

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LOS ANGELES
February 18-19



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ALLFENIX

International Trade-Show Calendar

Nov. 17

FashionClash Festival
Rotterdam, Netherlands
Through Nov. 19

Nov. 18

ComplexCon
Long Beach, Calif.
Through Nov. 19

Complexland
Long Beach, Calif.
Through Nov. 19

Market for Makers Chicago
Chicago
Through Nov. 19

Nov. 19

San Francisco Fabric Show
San Francisco
Through Nov. 20

ITMA Asia + CITME
Shanghai
Through Nov. 23

Nov. 21

Fast Textile International Textile Fair
Warsaw, Poland
Through Nov. 23

Global Sourcing Expo Australia
Melbourne, Australia
Through Nov. 23

Tex Style Expo
Algiers, Algeria
Through Nov. 23

IF Wedding Fashion Izmir
Izmir, Turkey
Through Nov. 24

Nov. 22

Bee Together
Moscow
Through Nov. 23

Denim Première Vision Milan
Milan
Through Nov. 23

ShanghaiTex
Shanghai
Through Nov. 25

Nov. 27

International Apparel & Textile Fair Dubai
Dubai, U.A.E.
Through Nov. 29

New York Shoe Expo, FFANY Market Week
New York
Through Dec. 1

Nov. 28

Product Innovation Supply Chain Forum
New York
Through Nov. 29

View Premium Selection
Munich
Through Nov. 29

ISPO Munich
Munich
Through Nov. 30

WWSRA Montana Winter Show
Bozeman, Mont.
Through Nov. 30

WWSRA Northern California Preview
Auburn, Calif.
Through Nov. 30

IFJAG

IFJAG trade shows feature fashion jewelry and accessories from around the world from 120 manufacturers or direct importers with exclusive designs to a unique venue of private showrooms that offer buyers a professional environment. The upcoming Orlando, Fla., shows run Feb. 5–8 and May 15–17 at the Embassy Suites at Hilton Orlando. Visitors will have plenty of time to shop and can preregister at the website. IFJAG welcomes new exhibitors who would like to participate in the show. IFJAG offers buyers complimentary lunch and local-transportation reimbursement. www.ifjag.com



The Dallas Apparel & Accessories Market is held five times each year at the **Dallas Market Center**. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the Apparel & Accessories Market (Jan. 16–19, March 19–21, June 11–14), KidsWorld Market (Jan. 16–19, March 19–21, June 19–25), and Men's Show (Jan. 27–29) www.dallasmarketcenter.com

WWSRA Rocky Mountain Preview
Denver
Through Nov. 30

Nov. 30

JMA Hong Kong International Jewelry Show
Hong Kong
Through Dec. 12

Dec. 1

Swahili Fashion Week & Awards
Dar es Salaam, Tanzania
Through Dec. 3

Dec. 2

Market for Makers Austin
Austin, Texas
Through Dec. 3

Market for Makers Jacksonville
Jacksonville, Fla.
Through Dec. 3

Unique Markets LA
Los Angeles
Through Dec. 3

Dec. 3

Grand Strand Gift & Resort Merchandise Show
Myrtle Beach, S.C.
Through Dec. 6

Dec. 4

Le Book Connections Mexico City
Mexico City

The Fashion Awards
London

Dec. 5

Product Innovation Apparel Vietnam
Ho Chi Minh City, Vietnam
Through Dec. 6

WWSRA Intermountain Preview
Salt Lake City
Through Dec. 7

WWSRA Northwest Preview
Tacoma, Wash.
Through Dec. 7

Dec. 6

INDX Sports & Leisure
Birmingham, U.K.
Through Dec. 7

Dec. 7

Intex South Asia
New Delhi
Through Dec. 9

One of a Kind Holiday Show
Chicago
Through Dec. 10

Dec. 8

Art Basel Miami Beach
Miami Beach, Fla.
Through Dec. 10

Dec. 12

Brandboxx Shoe Preview Days
Salzburg, Austria
Through Dec. 13

Dec. 13

Première Vision Blossom
Paris
Through Dec. 14

CBME Children Baby Maternity Expo
Istanbul
Through Dec. 16

Dec. 15

DyChem Texprocess Show
Ludhiana, India
Through Dec. 17

TexIndia Textile Sourcing Fair
Ludhiana, India
Through Dec. 17

Jan. 3

ASI Show Orlando
Orlando, Fla.
Through Jan. 5

Jan. 6

Trendz
Palm Beach, Fla.
Through Jan. 8

Jan. 7

L.A. Market Week
Los Angeles
Through Jan. 11

Jan. 8

MAGIC Miami
Orlando, Fla.
Through Jan. 9

Brand Assembly Los Angeles
Los Angeles
Through Jan. 10

LA Kids Market
Los Angeles
Through Jan. 10

Preview Kids Fashion Trade Show
Nieuwegein, Netherlands

Jan. 9

London Textile Fair
London
Through Jan. 10

Northwest Shoe Travelers Market
St. Paul, Minn.
Through Jan. 11

WWSRA Northern California Winter Show
Reno, Nev.
Through Jan. 11

WWSRA Northwest Winter Show
Ridgefield, Wash.
Through Jan. 11

Jan. 14

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

Retail's Big Show—NRF's Annual Convention
New York
Through Jan. 16

Top Drawer
London
Through Jan. 16

Jan. 15

CAST Preview Women
Nieuwegein, Netherlands

Sunday School
Utrecht, Netherlands

Jan. 16

Atlanta Apparel ANDMC JRE



ANDMORE, producer of Atlanta Apparel, presents **Las Vegas Apparel**. Buyers and exhibitors can come together Feb. 13–15 in sunny Las Vegas at the Expo at World Market Center Las Vegas to do business in our industry's growing categories of young contemporary, accessories, and more, plus buyers can visit gift showrooms on campus for even more buying options. Get an exclusive look at apparel's new home on the West Coast, where show organizers are extending the hospitality you know and love all the way to Las Vegas. www.LasVegasApparel.com

WWSRA Rocky Mountain Winter Show

Aurora, Colo.
Through Jan. 11

Heimtextil Frankfurt

Frankfurt, Germany
Through Jan. 12

Pitti Immagine Uomo

Florence, Italy
Through Jan. 12

Jan. 10

Preco Paris
Paris
Through Jan. 11

Surf Expo

Orlando, Fla.
Through Jan. 12

Dallas Total Home & Gift Market

Dallas
Through Jan. 16

Jan. 11

Milano Home/Homi
Milan
Through Jan. 14

Jan. 12

National Imprint Canada Show Toronto

Toronto
Through Jan. 13

ISPO Beijing

Beijing
Through Jan. 14

Milan Fashion Week Men's Show

Milan
Through Jan. 16

Jan. 13

London Bridal Expo

London
Through Jan. 14

Nordstil by Messe Frankfurt

Hamburg, Germany
Through Jan. 15

Expo Riva Schuh

Riva del Garda, Italy
Through Jan. 16

Gardabags

Riva del Garda, Italy
Through Jan. 16

Jan. 14

Atlanta Apparel ANDMC JRE

Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary women's, men's, children's, and accessories lines all together in one location at one time. Through eight markets throughout the year, it features an expansive—and growing—product mix, including contemporary, young contemporary, social occasion, bridal, resortwear, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Upcoming shows in 2024 are Feb. 6–9, April 9–12, June 4–7, July 29–Aug. 1 and Oct. 15–18. Atlanta Apparel presents social-occasion Formal Market in 2024 coming up April 9–12 and July 29–Aug. 1. www.AtlantaApparel.com

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Jan. 16

Premium, Seek
Berlin
Through Jan. 17

Swim Collective + Active Collective
Huntington Beach, Calif.
Through Jan. 17

Fashion Industry Gallery January Apparel & Accessories

Dallas
Through Jan. 18

WWSRA Intermountain Winter Show

Salt Lake City
Through Jan. 18

WWSRA Southern California Winter Show

Costa Mesa, Calif.
Through Jan. 18

Brandboxx ÖSFA Winter

Salzburg, Austria
Through Jan. 19

Dallas Apparel & Accessories Market

Dallas
Through Jan. 19

Dallas Kidsworld Market

Dallas
Through Jan. 19

Intermoda

Guadalajara, Mexico
Through Jan. 19

Paris Fashion Week Men

Paris
Through Jan. 21

Jan. 17

New York Fabric Show

New York
Through Jan. 18

Première Vision New York

New York
Through Jan. 18

Pitti Immagine Bimbo

Florence, Italy
Through Jan. 19

American Equestrian Trade Association International Trade Show

Dallas
Through Jan. 20

WESA International Western/English Apparel & Equipment Market

Dallas
Through Jan. 20

Jan. 18

PPAI Expo

Las Vegas
Through Jan. 18

DyChem Texprocess Show

Kolkata, India
Through Jan. 20

Indigo Denim and Jeans Expo

Kolkata, India
Through Jan. 20

TexIndia Textile Sourcing Fair

Kolkata, India
Through Jan. 20

Tranoi Men

Paris
Through Jan. 20

Yarnex India International Yarn Exhibition

Kolkata, India
Through Jan. 20

Atlanta Apparel ANDMC JRE

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FM
Fashion Market
Northern California
NC

2024
SHOW DATES

Jan 28 - 30

April 7 - 9

June 23 - 25

August 25 - 27

October 20 - 22

www.fashionmarketnorcal.com

Calendar

Continued from page 18

Texworld Evolution New York City

New York
Through Jan. 24

Gift & Home Winter Market LA Mart

Los Angeles
Through Jan. 25

Paris Fashion Week Haute Couture

Paris
Through Jan. 25

Seattle Market Week Seattle

Through Jan. 26

Jan. 23

Brandboxx Hot 1 Traditional and Fashion Order Start

Salzburg, Austria
Through Jan. 24

PGA Show

Orlando, Fla.
Through Jan. 24



Surf Expo is the largest and longest-running watersports and beach lifestyle trade show in the world. The show draws buyers twice annually from specialty stores, department stores, national chains, hotels and resorts, theme parks, sporting goods stores, and outfitters across the U.S. and around the world. The show features more than 1,000 exhibitors showcasing surf and skate hard goods, apparel, swimwear, footwear and accessories in addition to a full lineup of special events including fashion shows, annual awards ceremonies and more. The next show is Jan. 10-12 at the Orange County Convention Center in Orlando, Fla. www.surfexpo.com

The Fabric Shows

The Fabric Shows features American and European textile and trim collections with global production including Made in USA. Exhibiting companies have low minimums, produce to order, and many have in-stock programs. Attendees include designers/manufacturers of sewn products (apparel, home, other), private-label producers, event /party planners, and retail fabric stores. Scheduled upcoming shows are the San Francisco Fabric Show running Nov. 19-20 at the San Francisco Hilton Financial District, the New York Fabric Show running Jan. 17-18 at the New Yorker Hotel, and the Los Angeles Fabric Show running Feb. 28-29 at The New Mart. www.TheFabricShows.com

WWSRA Intermountain On-Snow Demo

Brighton, Utah
Through Jan. 24

ColombiaTex

Medellin, Colombia
Through Jan. 25

Man/Woman New York

New York
Through Jan. 25

Lineapelle London

London

Jan. 24

Kingpins New York

New York
Through Jan. 25

Northeast Materials Show

Boston
Through Jan. 25

Preface L.A.

Los Angeles
Through Jan. 25

Pitti Immagine Filati

Florence, Italy
Through Jan. 26

Sports Licensing and Tailgate Show

Las Vegas
Through Jan. 26

MIX Gift + Lifestyle

Des Plaines, Ill.
Through Jan. 27

Jan. 25

Baby Kid Spain + FIMI, FIMI Kids Fashion Week

Valencia, Spain
Through Jan. 27

Jan. 26

Supreme Kids

Munich
Through Jan. 28

Supreme Women & Men Düsseldorf

Düsseldorf, Germany
Through Jan. 29

Ambiente

Frankfurt, Germany
Through Jan. 30

Jan. 27

Dallas Men's Show

Dallas
Through Jan. 29



Moss Adams is a fully integrated professional services firm dedicated to assisting clients with growing, managing, and protecting prosperity. With more than 4,400 professionals across more than 30 locations in the West and beyond, we work with many of the world's most innovative companies and leaders. Our strength in the middle market enables us to advise clients at all intervals of development—from startup to rapid growth and expansion to transition. www.mossadams.com



Curve is the Number 1 B2B event for the intimate apparel industry. Curve, a division of Comexposium, welcomes you with opportunities to create new business, discover upcoming designers, network, and attend special events. The winter 2024 shows will offer a global mix of international brands showcasing their intimate apparel and activewear collections, as well as merchandise for immediate deliveries. Curve NY runs Feb. 4-6 at the Javits Center with activations, special events, and lectures. Curve LA runs Feb. 18-19 at the Westdrift Manhattan Beach with complimentary activations, the Fit Workshop and an exclusive dinner party. www.curve-newyork.com. www.curve-losangeles.com

Fashn Rooms

Düsseldorf, Germany
Through Jan. 29

Michigan Shoe Market

Troy, Mich.
Through Jan. 29

Neonyt Winter

Düsseldorf, Germany
Through Jan. 29

Playtime Paris

Paris
Through Jan. 29

Jan. 28

INDX Kids

Birmingham, U.K.
Through Jan. 29

Brandboxx Children's Shoe Days

Salzburg, Austria
Through Jan. 30

Brandboxx Shoe Order Start

Salzburg, Austria
Through Jan. 30

Fashion Market Northern California

South San Francisco, Calif.
Through Jan. 30

MIX Apparel + Accessories

Des Plaines, Ill.
Through Jan. 30

Las Vegas Market

Las Vegas
Through Feb. 1

Toronto Gift + Home Market

Toronto
Through Feb. 1

Jan. 29

Travelers Show New England

Cranston, R.I.
Through Jan. 30

Sports Achat Winter

Grenoble, France
Through Jan. 31

Copenhagen Fashion Week

Copenhagen
Through Feb. 2

Jan. 30

Spinexpo Paris

Paris
Through Jan. 31



OFFPRICE Las Vegas offers a wholesale marketplace to those needing to source products, make valuable connections, and write orders. Today, retailers need product more than ever. At OFFPRICE, buyers can touch, feel, and see the best offerings to fill their inventory. Whether it be excess goods, in-season closeouts, overproduced or budget goods, retailers find high margin products at the OFFPRICE show that maximize their open-to-buy dollars and increase their bottom line. Registration is open now! The next show takes place Feb. 13-16 at the Venetian Expo. For more information, visit www.offpriceshow.com.



Fashion Market Northern California's mission is to help fashion brands and retailers thrive by providing a premier venue for the fashion industry's top apparel, accessory, footwear, and gift selection. You can find many brand options including contemporary, lifestyle, trend, imported, made in the USA, and sustainable, all in a friendly and relaxed atmosphere. Come shop with FMNC in 2024—Jan. 28-30, April 7-9, June 23-25, Aug. 25-27, Aug. 25-27, and Oct. 20-22, at Embassy Suites South San Francisco. www.fashionmarketnorcal.com

WWSRA Northwest On-Snow Demo

Wenatchee, Wash.
Through Jan. 31

WWSRA Rocky Mountain On-Snow Demo

Georgetown, Colo.
Through Jan. 31

Billings Market Association

Billings, Mont.
Through Feb. 1

Milano Unica

Milan
Through Feb. 1

Promotional Trade Exhibition

Milan
Through Feb. 1

Jan. 31

Cabana Miami Beach

Miami Beach, Fla.
Through Feb. 1

INDX Woman Show

Birmingham, U.K.
Through Feb. 1

Lineapelle New York

New York
Through Feb. 1

➔ **Calendar page 22**

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- Asset Based Lending
- Seasonal Overadvances



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**fashion's favorite
money-making show**

WWW.OFFPRICESHOW.COM



@offpriceshow



Calendar

Continued from page 20

Northwest Materials Show

Portland, Ore.
Through Feb. 1

Copenhagen International Fashion Fair x Revolver, CIFF Kids, Showrooms

Copenhagen, Denmark
Through Feb. 2

Feb. 1

Denim Show India

Mumbai, India
Through Feb. 3

Gartex Texprocess India, Fabrics & Trims Show

Mumbai, India
Through Feb. 3

Screen Print India

Mumbai, India
Through Feb. 3

Feb. 2

Edmonton Footwear & Accessory Buying Market

Edmonton, Alberta
Through Feb. 4

Feb. 3

ILM International Leather Goods Fair

Offenbach, Germany
Through Feb. 5

Chicago Collective Men's

Chicago
Through Feb. 6

Feb. 4

Kentucky Bluegrass Buyer's Market

Lexington, Ky.
Through Feb. 5

Michigan Women's Wear Market

Livonia, Mich.
Through Feb. 5

Travelers Show

Moon Township, Pa.
Through Feb. 5

Bodyfashion Spring Fair

Mijdrecht, Netherlands
Through Feb. 6

Brandboxx Fashion Premiere, Lingerie & Swimwear Salon, JOT Junior Fashion

Salzburg, Austria
Through Feb. 6

Curve New York

New York
Through Feb. 6

INDX Man Show

Birmingham, U.K.
Through Feb. 6

Supreme Body & Beach

Munich
Through Feb. 6

Moda London, Spring Fair

Birmingham, U.K.
Through Feb. 7

NY Now Winter Market

New York
Through Feb. 7

Berlin Fashion Week

Berlin
Through Feb. 8

Dubai Fashion Week

Dubai, U.A.E.
Through Feb. 8

PREFACE

PREFACE is a fabric trend show that brings innovative concepts and sourcing together all with a focus on sustainability within the fashion industry. PREFACE launched in August 2018 with the goal of building relationships and creating a space to inspire the fashion community in a new way. Gathering a small group of like-minded makers and suppliers with a focus on sustainability innovation was integral to the idea. As the name suggests, PREFACE is about the beginning—a place to find the best materials needed to begin your design story. The next show is Jan. 24–25 in Los Angeles. www.prefaceshow.com

Feb. 5

Apparel Sourcing Paris

Paris
Through Feb. 7

Avantex Paris, Leatherworld Paris

Paris
Through Feb. 7

Texworld Paris

Paris
Through Feb. 7

IFJAG Orlando

Orlando, Fla.
Through Feb. 8

New York Shoe Expo, FFANY Market Week

New York
Through Feb. 9

Feb. 6

WWSRA California On-Snow Demo

Mammoth Lakes, Calif.
Through Feb. 7

CTCO Promotional Garments and Gifts

Lyon, France
Through Feb. 8

Première Vision Paris

Paris
Through Feb. 8

Tokyo International Gift Show

Tokyo
Through Feb. 8

Atlanta Apparel

Atlanta
Through Feb. 9

Dhaka International Denim Show

Dhaka, Bangladesh
Through Feb. 9

Dhaka International Yarn & Fabric Show

Dhaka, Bangladesh
Through Feb. 9

International Footwear Leather Show

Bogotá, Colombia
Through Feb. 9

Feb. 7

Northern Michigan Show

Gaylord, Mich.
Through Feb. 8

Istanbul Fashion Connection

Istanbul
Through Feb. 10

Intergift, Bisutex

Madrid
Through Feb. 11

Feb. 8

New York Fashion Week by Runway 7

New York
Through Feb. 11

Feb. 9

Momad International Textile, Footwear and Accessories Exhibition

Madrid
Through Feb. 11

New York Fashion Week powered by The Society

New York
Through Feb. 11

Feb. 10

Market for Makers Miami

Miami
Through Feb. 11

Supreme Women & Men Munich

Munich
Through Feb. 13

Feb. 11

Association of Footwear + Apparel Expo Momentum Market

Toronto
Through Feb. 13

INDX Intimate Apparel Show

Birmingham, U.K.
Through Feb. 13

Playtime, Kid's Hub New York

New York
Through Feb. 13

Pure London x Just Around the Corner

London
Through Feb. 13

Scoop International Fashion Shows

London
Through Feb. 13

Feb. 12

Brandboxx Fashion Order Days, Shoe Order Day

Salzburg, Austria
Through Feb. 14

Las Vegas Apparel

Las Vegas
Through Feb. 15

MAGIC Las Vegas

Las Vegas
Through Feb. 15

Project Las Vegas

Las Vegas
Through Feb. 15

Sourcing at MAGIC Las Vegas

Las Vegas
Through Feb. 15

WWIN

Las Vegas
Through Feb. 15

OffPrice Las Vegas

Las Vegas
Through Feb. 16

Feb. 14

Luxe Pack Los Angeles

Los Angeles
Through Feb. 15

Feb. 15

Mercedes-Benz Fashion Week Madrid

Madrid
Through Feb. 18

Feb. 16

London Fashion Week

London
Through Feb. 20

Feb. 17

Atlanta Shoe Market

Atlanta
Through Feb. 19

AGHA Sydney Gift Fair

Sydney
Through Feb. 20

Feb. 18

Curve Los Angeles

Manhattan Beach, Calif.
Through Feb. 19

Curate International Collections

New York
Through Feb. 20

Designers and Agents NY

New York
Through Feb. 20

Source Fashion UK

London
Through Feb. 20

NY NOW

Join in celebrating **NY NOW's** 100th anniversary at the Winter 2024 Market Feb. 4–7 at the Javits Center in NYC. NY NOW beckons fashion enthusiasts to explore the largest wholesale showcase for gift, home, and accessories, combining innovation and style. This biannual trade show unites legacy and emerging brands in Jewelry & Accessories, Gift & Lifestyle, and Home, presenting cutting-edge collections to global buyers. Whether you're a trend-seeking attendee or a brand ready to shine, NY NOW promises an unparalleled marketplace for industry connections and celebration. Don't miss this unforgettable milestone market! www.nynow.com

The One Milano—Mifur, Mipap

Milan
Through Feb. 20

Woman New York

New York
Through Feb. 20

Milano Micam

Milan
Through Feb. 21

Mipel

Milan
Through Feb. 21

Feb. 19

Asia Apparel Expo Berlin

Berlin
Through Feb. 21

Brand Assembly New York

New York
Through Feb. 21

CPM Collection Premiere Moscow

Moscow
Through Feb. 22

Euro Shoes Premiere Collection

Moscow
Through Feb. 22

CJF—Child and Junior Fashion

Moscow
Through Feb. 24

Feb. 20

Coterie New York

New York
Through Feb. 22

Lineapelle Milan

Milan
Through Feb. 22

MAGIC New York

New York
Through Feb. 22

Vancouver Footwear & Accessory Buying Market

Vancouver, British Columbia
Through Feb. 22

Milan Fashion Week Women's

Milan
Through Feb. 26

Feb. 21

Spinexpo Hong Kong

Hong Kong
Through Feb. 22

Feb. 22

White Show—Man & Woman

Milan
Through Feb. 25

Feb. 23

Apparel Sourcing Fair

Bangalore, India
Through Feb. 25

Trends Apparel Show

Saskatoon, Saskatchewan
Through Feb. 25

Feb. 25

Alberta Gift + Home Market

Edmonton, Alberta
Through Feb. 27

Feb. 26

Paris Fashion Week Women

Paris
Through March 5

Feb. 27

EuroCIS

Düsseldorf, Germany
Through Feb. 29

Feb. 28

Filo

Milan
Through Feb. 29

Los Angeles Fabric Show

Los Angeles
Through Feb. 29

LA Textile

Los Angeles
Through March 1

Feb. 29

Colombo International Yarn & Fabric Show

Colombo, Sri Lanka
Through March 2

Textech International Expo Sri Lanka

Colombo, Sri Lanka
Through March 2

Tranoi Women

Paris
Through March 3

March 1

Fabrics & Accessories Trade Show

Bangalore, India
Through March 3

Paris Fashion Week powered by The Society

Paris
Through March 3

Textile Asia International Fair

Lahore, Pakistan
Through March 3

Trends Apparel

Edmonton, Alberta
Through March 3

Woman Paris

Paris
Through March 3

Première Classe

Paris
Through March 4

March 3

ABC Salon

Munich
Through March 4

Chicago Collective Women's Edition

Chicago
Through March 5

Shoes Düsseldorf

Düsseldorf, Germany
Through March 5

March 4

Travelers Show Shore Show Maryland

Ocean City, Md.
Through March 5

ASI Show Fort Worth

Fort Worth, Texas
Through March 6

March 5

Spinexpo Shanghai

Shanghai
Through March 7

Sustainable Apparel Forum

Dhaka, Bangladesh

Hangerlogic

The purpose of a visual display is to tell a fashion story, highlight a trend, or demonstrate how merchandise could be worn and accessorized. **Hangerlogic** takes an innovative approach to promoting the development of a creative partnership with its customers. As the market leader since 1972, Hangerlogic manufactures and distributes garment hangers globally for many of the world's leading retailers and apparel brands. The company's strength is providing its customers with innovative designs using technology that is friendly to the environment while at the same time meeting the industry demands for performance and value-driven sustainability. Hangerlogic's customer service and sales team are here to help and will do everything possible to ensure that your hanger requirements are met in a cost-effective and timely manner. To connect, visit at www.hangerlogic.com.

March 6

Kyoto International Gift Show

Kyoto, Japan
Through March 7

AAFA Executive Summit

Washington, D.C.
Through March 8

CHIC—China International Fashion Fair

Shanghai
Through March 8

Intertextile Shanghai Apparel Fabrics

Shanghai
Through March 8

Jumble Tokyo

Tokyo
Through March 8

Texthibition Istanbul Fabric and Textile Accessories Fair

Istanbul
Through March 8

Yarn Expo Shanghai

Shanghai
Through March 8

March 7

SURF EXPO

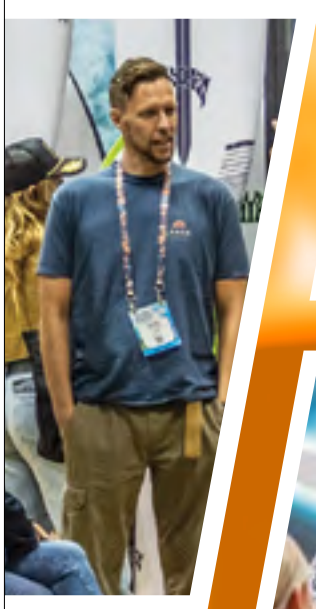


JAN
10-12
2024

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December 27, 2023.

Calendar

Continued from page 22

March 13

Travelers Shore Show New England
Cranston, R.I.
Through March 14

March 15

Dallas Fashion Week powered by The Society
Dallas
Through March 17
L.A. Fashion Weekend
Los Angeles
Through March 17
Fashion Week El Paseo
Palm Desert, Calif.
Through March 21

March 17

Travelers Show
Moon Township, Pa.
Through March 18
National Bridal Market Chicago
Chicago
Through March 19
Northstar Fashion Exhibitors
St. Paul, Minn.
Through March 19
Shoptalk
Las Vegas
Through March 20

March 19

APLF Leather
Hong Kong
Through March 21
Fashion Access
Hong Kong
Through March 21
Fashion Industry Gallery March Apparel & Accessories
Dallas
Through March 21



White Oak Commercial Finance. LLC (WOCF) is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. www.whiteoaksf.com

Materials+
Hong Kong
Through March 21
Dallas Apparel & Accessories Market
Dallas
Through March 22
Dallas Kidsworld Market
Dallas
Through March 22
Dallas Total Home & Gift Market
Dallas
Through March 22

March 20
Functional Fabric Fair powered by Performance Days
Munich
Through March 21
MosShoes
Moscow
Through March 23
Style Bangkok—Fashion, Gift & Houseware, Furniture
Bangkok
Through March 24

March 21

Impressions Expo Atlantic City
Atlantic City, N.J.
Through March 23

March 22

Los Angeles Fashion Week powered by The Society
Los Angeles
Through March 24

March 23

Rome Bridal Week
Rome
Through March 25

March 24

Bridal Week London Harrogate
Harrogate, North Yorkshire, U.K.
Through March 26

March 25

Store Point Fashion
Frisco, Texas
Through March 25


Travelers Super Show Wilmington
Wilmington, Del.
Through March 26

March 26

Denimsandjeans Japan
Tokyo
Through March 27
JiTAC European Textile Fair
Tokyo
Through March 28

March 27

Première Vision Made in France
Paris
Through March 28



Texworld New York City and Apparel Sourcing New York City, the East Coast's largest textile sourcing event, will be held Jan. 22–24 at the Javits Center. Popular among attendees, Texworld NYC's Textile Talks and the Lenzing Seminar Series will return live on the show floor. Known for insightful and topical sessions for all levels of experience across all segments of the industry, Texworld NYC's educational program is not to be missed. Additionally, visitors will have access to a curated selection of trends in the Texworld Trend Showcase presented by New York-based trend agency TOBE/The Doneger Group. The hybrid Sourcing Showroom will also return to the show floor to enable global suppliers still facing travel restrictions to be physically represented in the U.S. marketplace. www.texworld-usa.us.messefrankfurt.com

The Indy Show

Noblesville, Ind.
Through March 28

Shanghai International Hosiery Purchasing Expo
Shanghai
Through March 29

March 28

Travelers Super Show Virginia Beach
Virginia Beach, Va.
Through March 29

April 2

ILOE Studios Chicago
Rosemont, Ill.
Through April 4

April 3

MAGIC Nashville
Nashville, Tenn.
Through April 4

April 5

Si Sposaitalia Collezioni
Milan
Through April 8

April 7

Michigan Women's Wear Market
Livonia, Mich.
Through April 8
Fashion Market Northern California
South San Francisco, Calif.
Through April 9

April 8

Vancouver Fashion Week
Vancouver, British Columbia
Through April 14

April 9

Formal Markets Atlanta
Atlanta
Through April 11
Atlanta Apparel
Atlanta
Through April 12
e-P Summit Pitti Immagine
Florence, Italy
Through April 10

April 10

Luxe Pack Shanghai
Shanghai
Through April 11
International Premium Incentive Show
Tokyo
Through April 12



Playtime—The Big Small show—brings together hundreds of children's brands at Playtime New York and Kid's Hub Feb. 11–13, Playtime Paris Jan. 27–29, and Playtime Shanghai in July 2024. Alternative and creative, Playtime is a space full of unique inspiration for kids' fashion and lifestyle professionals. Celebrating imagination and shining the spotlight on the best independent creatives, Playtime & Kid's Hub carefully curates a complementary selection of brands that includes both avant-garde and internationally recognized labels. With its presence in Paris, Shanghai, and New York several times a year and an online B2B marketplace, Orderwizz, that makes the best of the kids' fashion and lifestyle market accessible year-round. Playtime and Kid's Hub have become the Number 1 phygital destination in the world for brands and buyers. www.iloveplaytime.com

Expofranquicia International Franchising Fair
Madrid
Through April 12
Première Vision Shenzhen
Shenzhen, China
Through April 12

April 13

European Bridal Week
Essen, Germany
Through April 15

April 15

fASIIlitate
Dayonta, Fla.
Through April 18

Calendar page 26



New Location!
The Irvine Hyatt Regency Grand Ballroom
February 21 & 22, 2024

OC Apparel Show

Women's - Men's - Kid's

- Apparel
- Shoes
- Athleisure
- Resort Wear
- Sandals
- Accessories
- Beach Wear
- Hats
- Sunglasses
- Cover-ups
- Golf
- Namedrop
- Swimwear
- Surf
- Sustainability

OCApplShow.com



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The Fabric Shows

San Francisco Fabric Show
November 19 & 20, 2023
San Francisco Hilton Financial District

New York Fabric Show
January 17 & 18, 2024
New Yorker Hotel

Los Angeles Fabric Show
February 28 & 29, 2024
New Mart

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INTERNATIONAL TRADE-SHOW CALENDAR

Calendar

Continued from page 24

April 16

World Retail Congress
Paris
Through April 18

April 17

Fashion Sourcing Expo Tokyo
Tokyo
Through April 19

Fashion World Tokyo

Tokyo
Through April 19

Textile Tokyo

Tokyo
Through April 19

Barcelona Bridal Fashion Week

Barcelona, Spain
Through April 21

April 20

Hong Kong International Home Textiles and Furnishings Fair
Hong Kong
Through April 23

April 23

Heimtextil Colombia
Medellin, Colombia
Through April 25

Texprocess Frankfurt

Frankfurt, Germany
Through April 26

Techtextil Frankfurt

Frankfurt, Germany
Through April 26

April 24

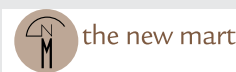
Kingpins Amsterdam
Amsterdam
Through April 25

April 26

One of a Kind Spring Show and Sale Chicago
Chicago
Through April 28

April 28

Trendz
Palm Beach, Fla.
Through April 30



In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of **The New Mart** represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and hosts over 100 showrooms that carry over 500 collections. Upcoming market weeks in 2024 are Jan. 8-11, March 11-14 and June 17-20. www.newmart.net

Minneapolis Mart Gift, Home, Apparel & Accessory Show

Minneapolis
Through April 30

May 6

Met Gala
New York

May 8

Luxe Pack New York
New York
Through May 9

May 9

Yarnex India International, Textile Fairs India
Mumbai, India
Through May 11

Fabrics & Accessories Trade Show

Mumbai, India
Through May 11

Dhaka International Plastics, Packaging & Printing Expo

Dhaka, Bangladesh
Through May 11

May 13

Australian Fashion Week
Sydney
Through May 17

May 15

Supreme Celebration

Munich
Through May 16

ABC Kids Expo

Las Vegas
Through May 17

IFJAG Orlando

Orlando, Fla.
Through May 17

May 20

International Apparel & Textile Fair Dubai

Dubai, U.A.E.
Through May 22

May 21

Intertex Portugal

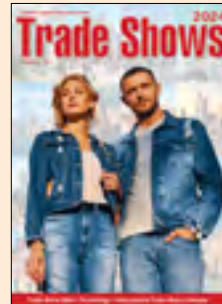
Porto, Portugal
Through May 23

Simatex, Emitex and Confemaq

Buenos Aires, Argentina
Through May 23



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