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Incorporating Buyer and Exhibitor Feedback to Create a Better Show

By Dorothy Crouch *Contributing Writer*

Perfecting the trade-show formula to attract the appropriate buyers and secure the ideal exhibitors is a never-ending process. Successful trade-show producers know that their work is never done as planning is a constant process built on a keen awareness of and talent for identifying attendee and exhibitor needs.

Seasoned event organizers also know that their best resource for planning visitor experi-

ences and brand partnerships is the feedback provided by the attendees and exhibitors who have participated in their shows. Every event during each season serves as an opportunity to learn more about the changing needs, expectations and priorities of attendees and exhibitors.

To identify the amenities and offerings that attendees and exhibiting brands value most, *California Apparel News* asked trade-show leaders: *What is the most insightful piece of exhibitor or buyer feedback you have received that you are incorporating into the remainder of 2024?*

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



Both attendees and exhibitors alike have expressed a growing interest in facilitated networking and matchmaking. In response, we are expanding our matchmaking services to offer more personalized experiences and implementing new initiatives and digital tools to facilitate meaningful connections.

Through advanced algorithms and enhanced attendee profiles, we're creating tailored networking opportunities based on individual preferences, interests and business objectives. By prioritizing face-to-face networking and relationship building and leveraging technology to personalize the experience, we aim to enhance our Texworld NYC and Apparel Sourcing NYC events and drive greater value and success for all involved.

Tricia Barglof
Executive Director
OffPrice Show
offpriceshow.com



In the ever-evolving landscape of retail sourcing, exhibitors can no longer rely solely on the traditional show-up-and-sell approach. The modern exhibitor understands that to be successful they must have a strate-

gic marketing plan.

In light of this exhibitor feedback, OffPrice has revamped its promotional strategy by introducing a value-added program that includes free marketing assets for the exhibitor to self-promote, such as social-media posts and digital ads, and the incorporation of our new Buyer Team to uncover new attendee streams and create hosted buyer programs. Our aim is to ensure that exhibitors have every opportunity to engage with buyers before, during and after the show.

This shift underscores the importance of working as a partner with exhibitors. OffPrice understands that success in today's retail-sourcing landscape requires a collaborative approach. By providing exhibitors with the tools and support they need to showcase their products effectively, OffPrice is not just a venue but also a partner in their success.

This proactive marketing approach has significantly benefited exhibitors, enhancing their visibility and engagement with buyers throughout the trade-show process. By providing exhibitors with comprehensive marketing support, OffPrice is ensuring that they are well equipped to navigate the evolving landscape of retail sourcing.

Linda J. Browne
Executive Director and Show Producer
Northwest Market Association
northwestmarket.org



accessories, handbags, jewelry, lingerie and gift lines. It attracts top brands and established stores from the Pacific Northwest—Oregon, Washington, Alaska, Idaho, Montana and

southwest British Columbia—as well as Northern California.

We frequently get much insightful feedback from our exhibitors and buyers so it is difficult to say which is the most significant. However, I believe this sums it up: Keep the professional exhibitors and buyers coming—and the special amenities. We delight both with gifts, drawings, surprises, and creative food and beverages. In fact, we hear repeatedly that the show is the best regional show in the United States.

One of the most important elements of our show is the community we have created. It is not just a trade show but also a gathering of people who genuinely want to be together for common goals and a true sense of belonging.

Trish Concannon
Show Director
Outdoor Design + Innovation
outdoorretailer.com/
outdoor-design-and-innovation



retailers and brand-product-development teams can seamlessly navigate the entire supply chain.

We have implemented a strategic plan designed to enhance attendance. This includes a hosted buyer program with substantial travel perks for top-tier companies. Our goal is to bring an elevated experience to both exhibitors and attendees, providing a platform for valuable connections to be made, and driving growth and innovation in the outdoor-products industry.

Chantal Danguillaume
Show Director
Playtime New York
iloveplaytime.com



The most insightful piece of exhibitor feedback we've received and will incorporate into the rest of 2024 is the story of a collaboration between the brands Bonmot and Sticky Lemon. I find their collab and analysis relevant in

a market that needs to move, to be fun and creative.

By working together, they found an opportunity to explore new methods, discover new techniques and grow their own brands as they saw how one another worked. In this collaboration they brought together two distinct universes to create products that are unique and beautiful.

Quratulain Fatima
Trade and Investment Counsellor
Consulate General of Pakistan
pakconsulatela.org



Pakistani exhibitors come to exhibit at prominent textile and technology shows in the U.S.A. Exhibitors and buyers of our products have pointed out that there is a need to be updated about the trends and fashion styles of the season, especially

for the exhibitors coming from countries outside of the U.S. We will be sharing trend reports as a regular feature with our incoming exhibitors.

What is the most insightful piece of exhibitor or buyer feedback you have received that you are incorporating into the remainder of 2024?

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

Hillary France
Co-founder and Chief Executive Officer
Brand Assembly
brandassembly.com



At the Brand Assembly show we have a close community of retailers and brands who always provide us with industry insights and show feedback. What we heard coming out of this season is that both retailers and brands are looking

for “ease.” This idea of needing “ease,” which retailers and brands experience in Los Angeles, is resounding for the New York City market.

Both parties are extremely excited that the NYC market is on its way to pre-pandemic levels of excitement, and they are beyond thrilled to have Brand Assembly back in full swing in New York, bringing the ease retailers need to discover new brands and buy existing brands in one place and all in a well-produced and merchandised show that provides them with plenty of amenities, a stress-free environment and a community that has been described as “a party with friends.”

Kelly Helfman
President
MMGNET Group
magicfashionevents.com



Now more than ever both brands and retailers are looking for more connections, inspiration and resources to make better-informed business decisions. MMGNET Group’s portfolio of events provides these in-person opportunities, and we will be enhancing much of our programming to better serve these needs including our matchmaking program.

Through our newly launched fashion ecosystem, MMGNET, we can provide these resources year-round and especially during key moments in the fashion calendar. MMGNET was created to be the industry’s resource, providing insights such as trend forecasting that extends beyond seasonal fashion trends to business resources like the 2024 Consumer Outlook Report.

We take the feedback from our exhibitors and attendees very seriously. They are our priority, and we will continue to evolve so that we can provide the best experience possible to all of our customers.

Jim Iwasaki
Founder and President
OC Apparel Show
ocapparelshow.com



Our buyers are stretched in so many different directions, and great employees are hard for them to find. This seems to cause a need for them to stay local, so buying from regional shows is a must. Shows that are curated for their stores

are becoming more and more important because of this.

With a plethora of regional shows popping up, they believe that a show must be convenient, with lines that they’re already buying as well as new and exciting things that make their stores unique. This is what will separate them from the boutiques down the street, and this is exactly why we spend countless hours searching for vendors with perfect merchandise for our shows. We also listen to our buyers—who are actually partners to us—and their feedback helps us continue to grow as a show and, more importantly, grow to keep them happy and coming back show after show.

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



The positive feedback we’ve received from the most recent LA Market Week and comments about future market weeks is that the most important consideration for buyers is to see the best brands and their latest offerings. Buyers

reinforce what we already know—the quality of the brands seen in The New Mart is excellent, and the tenants and brand managers who represent them are extremely professional and helpful.

When the dust settles on any given market week, either here or in smaller regional shows, they know that they can return to The New Mart throughout the year to connect with some of the finest brands in the apparel industry and see the full collections in a comfortable and welcoming environment. We pride ourselves on offering 24/7 security, so no matter when the buyers arrive they feel welcome and comfortable to make their all-important next-season selections.

Mikey Koffman
Executive Producer and
Chief Executive Officer
Endless Road Entertainment, Inc.
erelainc.com



One particularly insightful piece of feedback we received from fashion buyers was the desire for more sustainable and eco-friendly options across fashion lines. This feedback has prompted us for the remainder of 2024 to prioritize the in-

corporation of sustainable-fashion brands that focus on ethical production practices and environmentally friendly processes in their designs and manufacturing. We’re actively seeking out innovative partnerships that align with these values to ensure that our clients not only meet the demands of retailers but also contribute positively to the planet.

Bob Maricich
Chief Executive Officer
ANDMORE
Owner and Operator
Atlanta Apparel, Formal Markets,
Las Vegas Apparel
andmore.com



Feedback from buyers and exhibitors at ANDMORE’s 10 apparel and formal markets consistently reinforces the importance of *new* and the wish for *more*. This need aligns perfectly with our rebranding

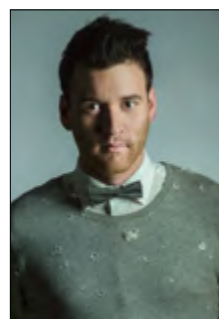
as ANDMORE mirrors our mission to enhance connectivity between buyers and exhibitors while fostering business expansion.

In line with this, ANDMORE has focused on increasing new resources and attracting new attendees as well as on delivering more—whether commerce, community or connections—to buyers and exhibitors alike. For buyers, emerging resources are presented alongside best-selling brands in both temporary exhibits and permanent showrooms, offering consistent access to products for all of their customer needs. For exhibitors, new buyers consistently make up about 20 percent of the total attendance at each of our markets in Atlanta and Las Vegas, creating a reliable pipeline for business expansion.

Three at-market programs spotlight new products and create more buyer and exhibitor engagement. Our signature New and Now display showcases the diverse range of new apparel, accessories, shoes and gift items at each of our markets, and our daily hands-on activations directly engage buyers and brands in a tactile and immersive manner through fun activities and popular giveaways. Additionally, ANDMORE’s in-house buyer-services team includes a dedicated apparel-and-formal-markets specialist who presents daily new-buyer-at-market orientations to engage first-time attendees.

ANDMORE is dedicated to meeting evolving buyer and supplier needs by prioritizing innovation and expansion. We value our customers and use their feedback to produce markets that best serve apparel and formal markets.

Matthew Mathiasen
Event Director
NY NOW
nynow.com



In our centennial year, NY NOW’s primary focus as the leading gift, home and accessories trade show is mastering intimacy at scale, ensuring that, even as we expand, we continue to provide the intimate interactions and key

networking our partners value. Responding to exhibitor feedback is instrumental in shaping our approach, revealing a significant demand for enhanced educational resources. We’ve

enriched our Exhibitor Education portal, which serves all exhibitors, and specifically curated a dedicated syllabus for our Incubator Program. This program supports emerging brands in their first five years, offering targeted content from industry experts that covers areas such as discovering your unique selling proposition, crafting compelling brand narratives and mastering follow-through.

Buyer feedback has emphasized the importance of facilitating meaningful connections with aligned brands. To improve, we’ve optimized our show layout and incorporated strategic merchandising, including brand values on signage, simplifying navigation and helping buyers effortlessly discover exhibitors that resonate with their mission. Through Matchmaking Roundtables, our facilitated “speed dating” meetings program, we offer key buyers the opportunity to have one-on-one time with recommended brands. And, finally, we’ve introduced NY NOW Online, a powerful integrated wholesale platform that allows buyers to connect with brands 24/7/365, transcending the confines of physical events. This innovation offers a continuous, holistic experience for networking and exploration.

These enhancements, rooted in feedback, are designed to enrich the NY NOW experience, ensuring it remains a pivotal event for both exhibitors and buyers as we move forward in 2024.

Laure Merat-Calderon
Sales Manager
Comexposium US | Curve
curve-connect.com



One of the most insightful pieces of feedback we’ve consistently received is the irreplaceable value of face-to-face interactions at Curve. Exhibitors and buyers crave the energy, relationship building and real-time product engage-

ment that a physical show provides.

In response to this strong sentiment, we’re thrilled to reintroduce our highly successful speed-dating format for our August show. This program allows for focused, prescheduled meetings that maximize efficiency and connection. We believe this, alongside the core strengths of the Curve show, will deliver an unmatched experience for both exhibitors and buyers.

Melissa K. Montes
Vice President
AXN and WWIN
Diversity & Inclusion
Business Partner Lead
Clarion Events
wwinshow.com



The standout feedback we’ve received centers on the imperative of efficiency for both buyers and exhibitors. Recognizing that buyers face increasingly packed schedules, we’re dedicated to streamlining their experi-

ences. We’re extending complimentary breakfast, lunch and beverage breaks to save buyers time.

Partnering with Las Vegas Apparel allows us to offer a broader array of product categories.

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What is the most insightful piece of exhibitor or buyer feedback you have received that you are incorporating into the remainder of 2024?

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

ries catering to diverse interests. Our new venue at the Expo at World Market Center provides a seamless move-in experience for our exhibitors and an easily navigable space for buyers. Furthermore, we're meticulously planning our venue layout to ensure attendees can navigate effortlessly. By prioritizing efficiency, we're committed to elevating the buyer experience throughout 2024.

Cindy Morris
President and Chief Executive Officer
Dallas Market Center
dallasmarketcenter.com



Listening to customers and meeting their needs is in our company DNA. As we welcome more buyers from coast to coast, it becomes more important for us to focus on and add to features that add value to the buyers and exhibitors who come to Dallas Market Center.

Dallas Market Center is the only one-stop lifestyle market in North America. We know that every minute counts at market, which is why our buyers always tell us the cross-cate-

gory products they can find in gift, men's and children's, without having to leave the building, are perfect complements to their apparel and accessories.

For trends, no other marketplace delivers like Dallas, especially when it comes to the hottest trend of Western. We host the largest Western market in the country, with a full floor of authentic and artisan brands that give retailers the ability to add Western flair to their boutiques.

Each market we are adding more young contemporary, accessories and Immediate goods to our temp floors in addition to vast product selections from our permanent showrooms. We have a full spectrum of merchandise to match all price points, which allows for higher markups and profit margins for the retailer.

Finn Murtagh
Vice President of Operations
CALA Shows Inc.
calashows.com



Buyer feedback has always been something we take very seriously at CALA Shows because retailers make or break our events. We value and love working alongside them to tailor our shows to

fit their needs.

One primary way we seek feedback from our buyers is requesting their personal input on scheduling. Each territory is different. Whether it's spring break, ski season or harsh weather, we truly do try and accommodate their needs.

Another piece of feedback we get is to keep hosting regional shows in buyers' territories. Many buyers love having shows in their backyards not only for the convenience but also so they can consistently order and build strong relationships with their reps.

As a family business, we understand that these relationships are integral to our industry and ultimately drive repeat sales over the years. We are committed to supporting retailers of all sizes, especially small stores, and we take their feedback just as seriously as we do our larger retailers. One of our goals this year is to actively build new relationships while rekindling old ones to bring positivity and optimism to the industry.

A big request we have been getting from our buyers and reps alike is to bring back our Fort Mason show in San Francisco. We are excited to announce that we are holding our August show at the newly remodeled Fort Mason Gateway Pavilion overlooking the Golden Gate Bridge and Alcatraz. It will be complete with high-end catering, a barista, a bar and music.

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



The Fabric Shows has focused on the Americas since we began in 2012 as DG Expo. At our shows, buyers meet sellers who speak their language, know their needs and offer them globally sourced fabrics—

with many collections stocked in the U.S.A. and Canada. Some fabrics are made in America, and attendees continue to express their desire to work locally.

At The Fabric Shows—we've produced more than 50 shows in cities across the U.S.—we bring together many of the best U.S. and Canadian suppliers including mills, converters, importers and agents for European mills. The sales manager of Zinman Textiles, who has been with us since our very first show, is one of many exhibitors who acknowledges the value of our shows.

➔ Trade-Show Q&A page 8

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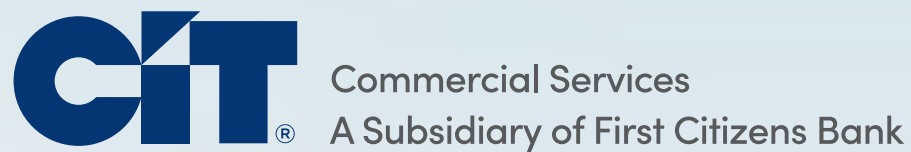
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What is the most insightful piece of exhibitor or buyer feedback you have received that you are incorporating into the remainder of 2024?

Jason Prescott
Chief Executive Officer
Apparel Textile Sourcing
appareltextilesourcing.com



More and more, reciprocation into 360-degree transparency is needed. Exhibitors are simply tired of spending time on the show floor educating attendees who are still in the early-idea or planning phase.

The cost to exhibit has skyrocketed ever since the COVID-19 pandemic. An average booth costs \$6,000–\$10,000 in 2024, and that does not include the cost of designing the exhibit, travel and lodging, food and entertainment. It can easily cost \$20,000 or more to participate at a convention. Exhibitors want insight into attendees way before the show. They want appointments and buyer quality guaranteed by the producers.

Attendees are demanding a complete peek under the hood of an exhibitor prior to and during meetings. They are tired of hearing a “Yes we can,” “We do,” “We have” response to every question without proof. There are many tiers of attendees. Regardless of the tier, the exhibitor needs to be ready to provide total transparency into their manufacturing processes before and during a convention.

As a trade-show producer, our goal is to enhance those elements by investing in ways that provide greater transparency, ease of interaction and ways to reduce costs. Costs are by far the No. 1 challenge all sides now

face. There is no slowdown. It is no secret in the industry that all of the costs to produce an event have risen. If we are going to pass those on successfully, we need to listen now to all sides.

Devon Ranger
Show Director
Collective Shows
collectiveshows.com



The phrase that has been top of mind for us this year is the tagline “Better Together.” Both buyers and brands agree that the Collective Shows are stronger and busier than ever when Active Collective and Swim Collective

are co-located under one roof in an intimate, aspirational space.

As trade-show producers, a major aspect of our job is to create an environment where buyers and brands can do business effectively, efficiently and leave feeling inspired. Incorporating our now highly anticipated Runway Show into the Evening Reception has added an insightful, memorable element where buyers can make more meaningful connections with brands than ever before.

Moriah Robinson
Show Director
The Textile Show
thetextileshow.com



The attendee feedback we’ve received has emphasized a preference for smaller regional shows. In response to this growing interest, we’ve shifted toward a more intimate and accessible approach by embracing the boutique-show model.

We aim to create environments that are welcoming, easy to navigate and conducive to meaningful interactions.

To further enhance the attendee experience, we have introduced a range of hospitality offerings including handcrafted-espreso bars, lunch options, happy hours, lounge areas and interactive activations. These amenities not only provide moments of relaxation but also serve as valuable networking opportunities, fostering connections among industry professionals.

Additionally, we have received overwhelming enthusiasm for crafted conversations. In response, we are expanding our seminar program to include more open-forum discussions and Q&A sessions with qualified industry experts. These sessions offer attendees the chance to engage in interactive learning experiences, exchange insights and gain valuable knowledge from leaders in the field.

Our goal remains to create memorable experiences that inspire, educate and connect, ultimately contributing to professional growth and success for all.

➔ Trade-Show Q&A page 12

Trade-Show Q&A

Continued from page 6

At the request of exhibitors, we launched our newest show in Los Angeles. One reason exhibitors love our new home at The New Mart is the fabulous overhead lighting and natural light provided by the large windows throughout the space. No exhibitor is ever in the dark at The New Mart! Good lighting is very important to many of our exhibitors, especially those who are showing fine collections of novelty and embellished fabrics.



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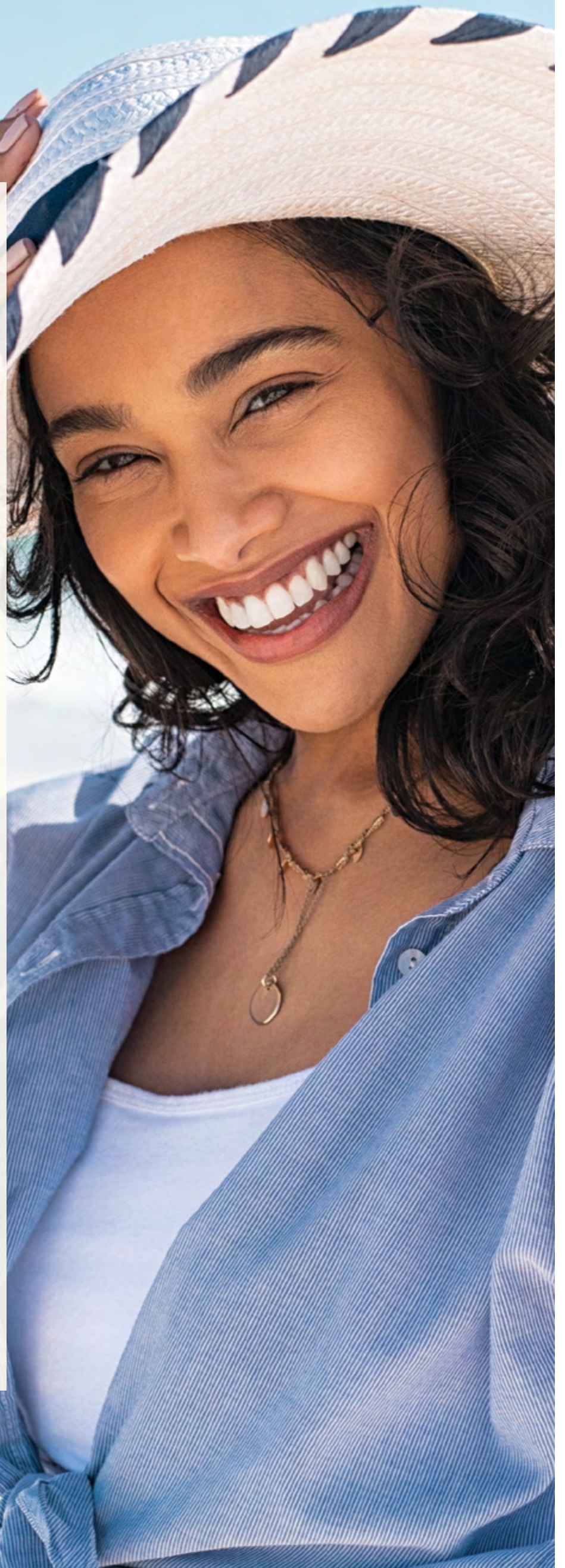
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AUGUST 14 - 17

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Daniel Diamond at The Scott Blair Group | WTC 15218; Sahira Jewelry and Illa Illa at Lace Collective | WTC 15654; Barbosa Collection WTC 14145 | 14363 | 14389

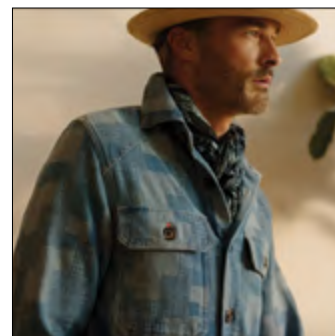


Sahira Jewelry at Lace Collective | WTC 15654; DEA The Label at Style Lounge | WTC 15010; Daniel Diamond at The Scott Blair Group | WTC 15218

Dallas Takes the Lead in Western + Contemporary Apparel and Accessories

It's a trend that's hard to miss as you're scrolling on social media, flipping through fashion magazines, or watching TV—classic Western styles have influenced contemporary fashion and created a trend that shows no signs of slowing down. To get the look, there's one city and marketplace defining the trend and supplying the brands: Dallas.

The Dallas Market Center delivers the looks in a variety of styles and price points from multiple floors for the ultimate marketplace mash-up of Western + Contemporary apparel and accessories. That's a key reason retailers from coast to coast are visiting Dallas to take stock.



Robert Graham at Ken Power | WTC 15818

Fringe Benefits: The Wild West Trend Has a Home in Dallas

For the Contemporary side of the trend, denim, fringe, metallics, and more are showcased inside showrooms including Lace Collective (WTC15654) and the L&A Showroom (WTC15416). For footwear, Liberty Black (WTC 15802) delivers the most on-trend boots for Western flair.

The 14th floor of the marketplace is home to the largest selection of permanent Western exhibitors in the U.S. Iconic brand Wrangler (WTC 14549) provides an authentic look to any outfit. Tie a look together with a quality cowboy hat from well-known Stetson (WTC 14783) and cowboy boots from Texas-based brand Lucchese Bootmaker (WTC 14325), together on one floor with hundreds of other options.

A Western/Contemporary outfit isn't finished without accessories, and that

may include leather goods from Spaghetti Western (WTC 13892), contemporary jewelry from the Agency Showroom (WTC 13696), and handcrafted fine jewelry from Barbosa Creations (WTC 14145, 14363, 14389).

How powerful is the trend? The demand is so high that the marketplace is making more room for permanent showroom spaces for Western exhibitors, to be built on the 10th floor and debuting in January 2025. For retailers seeking one marketplace with more resources supporting the hottest trend, Dallas is in demand and it shows. The next Apparel & Accessories markets take place June 11-14 and Aug. 13-16.

Also this summer, the Dallas Men's Show (July 27-29) presents more brands across more categories. The fastest-growing men's show in the nation will have top lines in business, casual, active, outdoor, and sports including three times the number of golf brands plus a partnership with PGA America in support of the PGA Buying Summit happening nearby.



Loucia at L&A Showroom | WTC 15416; La Fiorentina and Streets Ahead at Lori Veith Sales | WTC 15658; Rhoda Katz & Co. | WTC 13264; Madonna & Co. and Erin Knight Designs at Brad Hughes & Associates | WTC 15547

See these brands and many more at Dallas Apparel & Accessories Market running June 11-14 and Aug. 13-16, and the Dallas Men's Show July 27-29. For more information, visit www.dallasmarketcenter.com.

Serratelli Hat Company | WTC 14933; Andrea Barnett at Brad Hughes & Associates | WTC 15547; Illa Illa, Shu Shop, and Sahira Jewelry at Lace Collective | WTC 15654; Traffic People at StyleLounge | WTC 15010, The Scott Blair Group | WTC 15218, Agency Showroom | WTC 13696





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What is the most insightful piece of exhibitor or buyer feedback you have received that you are incorporating into the remainder of 2024?

sustainability and social responsibility.

In response to this feedback, we are incorporating these values into our selection process for 2024, actively seeking out brands that demonstrate a commitment to making a positive impact on society and the environment. This focus on social consciousness will not only resonate with buyers but also align with the growing global movement toward ethical consumerism.

Ashley Sabo
General Manager
California Market Center
californiamarketcenter.com



Aside from quality showroom and exhibitor collections, we've established that exhibitors and buyers truly notice, appreciate and desire the extra details our team painstakingly plans for and provides at each of our events. One LA

Textile exhibitor recently shared that the shows the CMC presents are not typical trade shows but rather a holistic event experience. This was a recurring high point among the feedback we received during LA Textile and LA Market Week earlier this year. And so, attention to detail and overall experience will continue to be a focus for the remainder of our shows this year.

Whether our exhibitor and buyer community is receiving personalized client service from us before an event, attending one of our rooftop receptions, enjoying a hand-delivered

charcuterie and wine tray, participating in one of our curated DIY creativity breaks, or opening one of our thank-you gifts, our goal is to present exhibitors and buyers with an elevated, creative and stimulating event experience that enhances their business trip and keeps them coming back.

Judy Stein
Executive Director
SwimShow
swimshow.com



Many of our exhibitors have participated at SwimShow for years on end, have seen the industry shape and shift over the years, and have been part of our evolution as we grew through our social-media channels and made

changes to the show floor ranging from our show layout and programming to sustainability efforts. Our participating exhibitors always value our social media and SwimStories on our SwimShow blog. We love to share these fantastic designer stories and highlight the brands that are evolving in their own worlds.

In an effort to supply a seamless experience to brands that are traveling to Miami from abroad, we have increased our turnkey booth experiences, offering more of a "plug-n-play" opportunity for brands that don't have the bandwidth to customize their booths. Additionally, both our exhibitors and buyers have positively reviewed our

SwimShow app, where they can communicate with one another and easily navigate the show floor, review line sheets, book appointments and more.

Mark J. Subers
President
PRINTING United Expo
printingunited.com



PRINTING United Expo is always looking for feedback and ways in which to improve the overall experience for both exhibitors and attendees from around the world. Our event continues to grow and gain traction each

year, which is garnering more and more engagement based on our continuous feedback loop.

One such way we've ensured that we are incorporating this feedback is the investment in and partnership with a third-party research firm that provides insight into every aspect of the event from show-floor experiences and educational sessions to registration and more.

We additionally provide comprehensive post-show survey opportunities to both exhibitors and attendees and also elicit feedback on education and show-floor experiences so that we can continue to tweak and stay at the forefront of what it is they are looking to see.

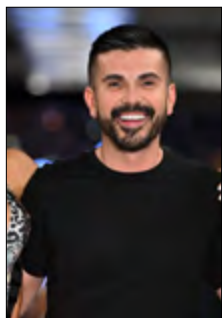
One of our biggest takeaways from third-party data was that our Apparel Zone with on-site training was one of the biggest hits of

➔ Trade-Show Q&A page 14

Trade-Show Q&A

Continued from page 8

Erik Rosete
President
Art Hearts Fashion
artheartsfashion.com



The most insightful feedback we've received from exhibitors and buyers is their desire for more social consciousness in the brands they choose to work with. This means they are seeking out companies that prioritize ethical practices,

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The Evans Group: After 20 Years in Business, Still the Best in Class

A design student eager to become fashion's next household name, a successful businessperson with an idea for an apparel line, and a seasoned couturier needing a red-carpet look in a hurry may seem to be walking in different shoes, but their paths all lead to one place: The Evans Group.

Launched by Jennifer Evans two decades ago as a socially responsible enterprise, TEG has discovered that doing good makes you good—and sometimes even the best.

"We've developed a truly unparalleled team all under one roof," says the founder, "and can really pull rabbits out of our hat to find solutions to anything. We love to work with unique designs, whatever they may be, and entering our 20th year in business, we're confident we've become the best in class nationwide for emerging- and established high-end designers and small-volume production runs."

The *California Apparel News* recently sat down with Evans to learn how her company has grown from a pattern, sample, and production house to a full-service fashion-development firm offering design, fabric sourcing, and marketing.

CAN: You've helped launch over 4,000 brands. How have you gotten better over time?

JE: We're craftsmen—seamstresses, patternmakers, production sewers—and at the end of the day what makes you good is knowing what not to do. All the nuances and processes are what set us apart, and the sheer amount of time we've spent with that number of clients has allowed us to become best in class at what we do, which are the projects large manufacturers don't want to do. We work with emerging brands that are just starting out or high-end brands that need exceptional patterns and also hover in the small-volume space.

CAN: Is any project too small or too difficult?

JE: Absolutely not. In our emerging-designer category there's no such thing as too small, and nobody is too novice for us to work with. Over the last five years we've seen a huge spike in novices wanting to start an apparel line with no idea how the process works, and we've really fine-tuned the customer experience to guide them through it all in a pretty exceptional way. We tailor each program, so we really assess how we can best serve the customer and propose the right combination of services. Another important thing is we don't require tech packs, so we can

work off their sketches or inspiration pictures, and all of our pricing is on our website to make everything totally transparent.

CAN: What about for established brands?

JE: Right now, for example, we're doing a large collaboration with Nike in a category they have no expertise in, with very high-end and complex designs. They tapped us to create the technical designs, patterns, and small-volume production they couldn't do in their own factories. As another example, Banana Republic came to us with its collaboration with Greg Lauren and asked us to help streamline the handwork process for larger volumes, and Guess repeatedly comes to us for super-rush development and production with a two-week time frame. Those kinds of things are our specialty. We like the things that are a challenge for everybody else!

CAN: Why are these kinds of projects no problem for you?

JE: We're vertical, so everybody is a full-time, year-round employee all under one roof, and many of them have been with me since The Evans Group was founded. Their talents are exceptional, and the high-end category is where their skills are challenged and maximized and really shine, whether it's avant-garde or couture designs or a patchwork jacket with 50 pieces that needs to be matched perfectly. That's when I step back and say, "We really do have a team that's best in class at what they do."

CAN: Over the years you've expanded your services considerably so you can launch a brand in every way possible.

JE: Yes. In the last few years we've added design, fabric sourcing, and a full suite of marketing services, which includes everything from a photo studio, models, and photographers to web design. We determine their budget and aesthetic and then go out and source the best team possible and let them choose. We're now truly a one-stop shop for emerging designers.

CAN: While you're an L.A. treasure, your reputation goes far and wide.

JE: Absolutely. We've been tapped by CFDA multiple times for collaborations because they know our skill level, and we've been tapped as well by top designers like Christian Siriano and Jonathan Simkhai who have plenty of resources in New York or in-house but choose to work with us.



Jennifer Evans



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TEG

The Evans Group
www.tegmade.com
(800) 916-0910
@teg_made

What is the most insightful piece of exhibitor or buyer feedback you have received that you are incorporating into the remainder of 2024?

Roy Turner
Show Director
Surf Expo
Senior Vice President
Emerald Expositions
surfexpo.com
emeraldx.com



Exhibitors are looking for trackable ROI, and new leads are often the key to success. At Surf Expo, we are offering tools that allow brands and buyers to connect before, during and after our events. Our upcoming

events offer all exhibitors access to our matchmaking tools as well as lead retrieval. The tools are integrated into our show app and make connecting buyers and sellers as easy as possible.

Trade-Show Q&A

Continued from page 12

the show. Hands-on training for the apparel community is clearly sought after, and we will continue to grow and brand this exciting show-floor activation.

This year we've created a themed overall experience for a training area that will incorporate live sessions as well as training in areas such as screen printing, sublimation, digital printing, embroidery and more, which truly creates a realistic and applicable learning environment.

We will continue to add and finalize unique experiences all the way up to the event this September.

Mary Taft
Executive Director
Fashion Market Northern California
fashionmarketnorcal.com



FMNC welcomes and appreciates feedback from both buyers and exhibitors, which helps us to run a productive and great show five times a year. Our buyers comment on the welcome feeling they receive when they attend our shows. They appreciate the intimacy and attention they get viewing products in the suites and booths in a professional yet relaxing atmosphere. They also comment on the exclusive touches we offer, such as complimentary valet parking, free lunch and daily special events. All of these things help make their shopping objective casual yet efficient. Our exhibitors also comment on the welcoming atmosphere. They appreciate their helpful and friendly suite neighbors as well as our staff, all while getting business done.

FMNC looks forward to the remainder of 2024 putting on enjoyable, relaxing yet productive shows that showcase a wide range of great product brands.

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



One of the initiatives at Kingpins that I'm especially proud of is our partnership with the United Nations on women's empowerment. There certainly are more women in leadership in the business than when I got my start in the denim

industry, but men remain the majority among owners and executives, and denim remains largely a male-dominated field. I would like to see that change, and I would like to encourage more opportunities for women throughout this business.

For years we have worked with the UN helping to educate the denim community on the UN's Sustainable Development Goals. Sustainability issues are an important cornerstone of our relationship. SDG 5, Gender Equity, is dedicated to empowering women and girls and implementing practices that promote equality, fair pay and safety.

That inspired Kingpins to organize a seminar, "Denim Industry Driving Progress on Women Equality and Equity," at the New York show in January, and we plan to continue the conversation at future shows.

Just as Kingpins was an early proponent of sustainable practices and transparency throughout the supply chain, we want to use our platform to lead the denim business in acknowledging the inequality that persists in our business and find ways to work together to effect meaningful change. Never content with the status quo, our community continually looks for ways to make our products more responsibly. Women are an important part of this community, and I want to see them recognized and rewarded for their talents, their knowledge and their ambition. ●



LA Market Week

JUNE 17-19
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BuyHive Co-founder and CEO Minesh Pore on Learning How to Surf the AI Wave

By Christian Chensvold Associate Editor

BuyHive bills itself as “sourcing made easy,” and with the help of Artificial Intelligence it grows ever easier, according to its CEO and co-founder, Minesh Pore.

Pore is one of the apparel industry’s early adopters of AI and sees a bright future for its possibilities. He is presently developing a new company called SourcingGPT.AI, which will harness the new technology to do things like find and compare fabric suppliers and request samples, and where “what would once take hours can be done with the click of a button.”

The *California Apparel News* recently caught up with Pore, who splits his time among Southern California, Hong Kong and Shanghai, to learn more about how AI is poised to infiltrate all aspects of the apparel industry, back end to front, accounting to design, and find out what he thinks human roles might look like in this brave new world.

CAN: What is the definition of Artificial Intelligence as you use it? What makes it “intelligent,” and how is it different from conventional software?

MP: I think of it as a data-processing tool that can do things faster than the smartest human being. I don’t think of it as software but rather as an engine, as a mind outside my mind that helps me make decisions faster. The way I see AI, it’s a powerful engine, but it needs to be fed. And the fuel that it eats is data, or information in a form it can digest. It will never have emotional intelligence, but we humans can use its IQ, which is beyond ours, to power our day-to-day lives. AI is a wave, and you need to learn how to surf it.

CAN: Some people are understandably apprehensive about all this.

MP: I understand that, but if you replace every article written in the 1990s about the “Internet” with “AI,” you’ll get exactly the same thing. Try it. And yes, it does have revolutionizing power and can get out of control, but we can either keep getting scared of it and be out of the game or understand the challenges and risks and ask ourselves, “Okay, now how can I use it in my business.”



[AI] does have revolutionizing power and can get out of control, but we can either keep getting scared of it and be out of the game or understand the challenges and risks and ask ourselves, ‘Okay, now how can I use it in my business.’— Minesh Pore

CAN: What possibilities do you see for AI in fashion companies?

MP: Fashion companies are not just doing fashion; they’re also doing mundane tasks like accounting, recruiting, production and marketing. Right now there are tools for accounting, and one or two years down the line you will not need an accountant. Design started as sketching, then went to

AutoCad or Illustrator, and now there are tools to just enter a concept and AI will design the item for you—fabric, color, shape—based on your description. Why pay a designer 30 hours wages to design something when you can pay \$50 a month for a subscription to a design tool and say, “I don’t need this person.” But the importance is not replacing the people, it’s the quickness in a fast-moving world. You can also use AI to automate production, marketing, social media. At the end of the day, it’s the faster you can make product the faster you can bring it to the shelf and the more you will sell.

CAN: How are you using it at BuyHive?

MP: Recruiting, for example, used to take a long time, but AI can do it in a few seconds and in multiple languages. With the company I’m developing called SourcingGPT.AI, we’re basically replacing the job of a merchandiser. We want to make their jobs easy and efficient for things like comparing suppliers, where a whole process that would take 40 hours can be done in a few seconds. All the mundane tasks that don’t need too much brains, just standardization.

CAN: What will humans do at the fashion company of the future?

MP: You, the entrepreneur owner, will make better margins, have more time for your family and can work out of the Bahamas. The company keeps running, and you can trust that it is following your standard operating procedure. As for people who are not entrepreneurs, their jobs will change. They will not be the designers but will verify the information. They will earn more and not have to work as many hours. I see it as improving the quality of life for people today; that’s what we’re going toward.

CAN: You sound like an AI advocate.

MP: I’m not an AI developer—and by the way it costs about \$1 million to hire one—I’m just seeing the technology grow, how I can use it and how being scared is not going to stop anyone from developing it. Can you stop Google or Elon Musk from what they’re building? No, so try to learn as much as possible and get on board and try to take advantage of what they’re building. ●

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FIBRES - YARNS - KNITWEAR - CIRCULAR KNIT - HOSIERY

A woman with long dark hair, wearing a black wide-brimmed hat, a tan trench coat, a white top, and grey trousers, is walking through a forest. The background is filled with green foliage and fallen brown leaves, creating a natural, autumnal setting. The woman is captured in a side profile, walking towards the right of the frame.

FM Fashion Market Northern California® NC

2024

June 23-25

August 25-27

October 20-22

fashionmarketnorcal.com

International Trade-Show Calendar

May 20

International Apparel & Textile Fair Dubai
Dubai, U.A.E.
Through May 22

May 21

Product Innovation (PI) Apparel Los Angeles
Los Angeles
Through May 22

Confemaq, Emitex, Simatex
Buenos Aires, Argentina
Through May 23

Intertex Portugal
Porto, Portugal
Through May 23

Las Vegas Licensing Expo
Las Vegas
Through May 23

May 23

Kingpins China City Tour
Hangzhou, China
Through May 24

May 29

Miami Swim Week powered by Art Hearts Fashion
Miami Beach, Fla.
Through June 2

May 30

Intex South Asia
Dhaka, Bangladesh
Through June 1

Paraiso Miami Swim Week
South Beach, Fla.
Through June 2

May 31

Couture
Las Vegas
Through June 2

La Plage Miami
South Beach, Fla.
Through June 3

June 1

Market For Makers Nashville
Nashville, Tenn.
Through June 2

Summer Fashion Summit
Miami Beach, Fla.
Through June 2

Cabana Miami Beach
Miami Beach, Fla.
Through June 3

Curve Miami
Miami
Through June 3

SwimShow
Miami Beach, Fla.
Through June 3

IFJAG

IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG's unique venue of private showrooms which offer buyers a professional environment. The upcoming Las Vegas Show at the Embassy Suites on Aug. 17-20, should not be missed! Pre register at the IFJAG website. New exhibitors who would like to participate in the show are welcome. Buyers are offered 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 (June 11-14, Aug. 13-16, Oct. 22-25), Men's Show (July 27-29) and WESA International (Aug. 14-17). www.dallasmarketcenter.com

June 2

Michigan Women's Wear Market
Livonia, Mich.
Through June 3

June 3

OutDoor by ISPO
Munich
Through June 5

FFANY Market Week, New York Shoe Expo
New York
Through June 7

June 4

CALA San Francisco
San Francisco
Through June 5

Édition Spéciale Luxe Pack
Paris
Through June 5

LeShow Moscow
Moscow
Through June 6

Atlanta Apparel
Atlanta
Through June 7

ITM Hightex
Istanbul
Through June 8

June 5

Denim Première Vision Milan
Milan
Through June 6

Retail Innovation Conference & Expo
Chicago
Through June 6

June 8

Rome Fashion Week
Rome
Through June 10

June 9

Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through June 11

June 11

Fashion Industry Gallery (FIG) June Apparel & Accessories
Dallas
Through June 13

Dallas Apparel & Accessories Market
Dallas
Through June 14

June 12

INDX Sports & Leisure
Birmingham, U.K.

June 13

Graphics Pro Expo Long Beach
Long Beach, Calif.
Through June 15

June 16

LA Market Week
Los Angeles
Through June 20

Milan Fashion Week Men's
Milan
Through June 20

June 17

Brand Assembly Los Angeles
Los Angeles
Through June 19

LA Kids Market
Los Angeles
Through June 19

Outdoor Retailer Summer & ODI
Salt Lake City
Through June 19

June 18

Northstar Fashion Exhibitors
St. Paul, Minn.
Through June 19

Paris Fashion Week Men
Paris
Through June 23

June 19

Dallas Kidsworld Market
Dallas
Through June 25

Dallas Total Home & Gift Market
Dallas
Through June 25

June 20

Splash Paris
Paris
Through June 22

June 23

Fashion Market Northern California
South San Francisco, Calif.
Through June 25

COLLECTIVE SHOWS

Collective Shows West—the premier market for swim and active lifestyle—returns to the Paséa Hotel and Spa in Huntington Beach, Calif. on July 23-24. Exhibitors include Beach Riot, Beyond Yoga, Frankies Bikinis, Malai, ONEONE, RVCA, Spiritual Gangster, Sweaty Betty and many more. Collective Shows X Outdoor Retailer makes its debut at Outdoor Retailer Nov. 6-8 in Salt Lake City, Utah. This collaboration with the leading outdoor industry event offers buyers advance access to an expansive lineup of trending products and exhibitors the chance to meet in-demand retailers across both markets. Visit www.collectiveshows.com to inquire about attending or exhibiting.

LAS VEGAS APPAREL ANDMORE

ANDMORE, producer of Atlanta Apparel, presents **Las Vegas Apparel**. Buyers and exhibitors come together twice a year in 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 options. As of 2024, buyers can source from even more top brands and categories with the co-location of Womenswear In Nevada (WWIN), which runs concurrently in the same location at The Expo at World Market Center, Aug. 18-21. This collaboration creates a new buying destination, filled with world class amenities for buyers and an elevated and exciting environment for order writing every February and August. www.lasvegas-apparel.com

June 24

CALA Denver
Denver
Through June 26

Paris Fashion Week Haute Couture
Paris
Through June 27

June 25

Future Fabrics Expo
London
Through June 26

June 27

Los Angeles Swim Week powered by Art Hearts Fashion
Los Angeles
Through June 30

June 28

ISPO Shanghai
Shanghai
Through June 30

Playtime Paris
Paris
Through July 1

June 29

Playtime Paris
Paris
Through July 1

June 30

INDX Kids
Birmingham, U.K.
Through July 1

July 1

Apparel Sourcing Paris
Paris
Through July 3

Avantex Paris, Leatherworld Paris
Paris
Through July 3

Texworld Paris
Paris
Through July 3

Berlin Fashion Week
Berlin
Through July 4

July 2

Spinexpo Paris
Paris
Through July 3

Première Vision Paris

Paris
Through July 4

July 8

Gift & Home Summer Market LA Mart
Los Angeles
Through July 11

July 9

Northwest Shoe Travelers Market
St. Paul, Minn.
Through July 10

Spinexpo New York
New York
Through July 10

July 10

Brazil International Apparel Sourcing Show, Dye + Chem Brazil International Expo
São Paulo, Brazil
Through July 12

Graphics Pro Expo Greater Philadelphia
Philadelphia
Through July 12

July 14

INDX Man Show
Birmingham, U.K.
Through July 16

Pure London x Just Around the Corner
London
Through July 16

July 16

FDRA Shoe Sourcing Executive Summit
New York
Through July 17

Functional Fabric Fair powered by Performance Days
New York
Through July 17

Première Vision New York
New York
Through July 17

Apparel Sourcing New York City
New York
Through July 18

Texworld New York City
New York
Through July 18

July 17

Kingpins New York
New York
Through July 18

New York Fabric Show
New York
Through July 18

ATLANTA APPAREL ANDMORE

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 are June 4-7, July 29-Aug. 1 and Oct. 15-18. Atlanta Apparel presents social-occasion Formal Market coming up is July 29-Aug. 2. www.Atlanta-Apparel.com

WWIN WOMENSWEAR IN NEVADA

Experience the epitome of women's fashion sourcing at **Womenswear in Nevada (WWIN)**, the foremost destination during Las Vegas Fashion Week for retailers seeking women's apparel and accessories. This season marks the second innovative collaboration between WWIN and Las Vegas Apparel (LVA), at their downtown venue, The Expo at the World Market Center, Aug. 18-21. Renowned for its excellence, WWIN extends a warm welcome to attendees and exhibitors alike, promising an unparalleled experience marked by exceptional hospitality, invaluable networking opportunities, and the exclusive Buyers Concierge service. Designed to facilitate meaningful connections, this service pairs compatible buyers and exhibitors to facilitate order writing. Join industry leaders every February and August for Las Vegas Fashion Week and immerse yourself in the world of WWIN, where a diverse range of brands awaits discovery. From contemporary apparel to missy-modern, plus-size, petite, tall, specialty fashion, accessories, footwear, and beyond, WWIN showcases the best-in-class offerings that define modern women's fashion. Explore the possibilities at wwinshow.com.

Preface NYC

New York
Through July 18

CBME Children Baby Maternity Expo
Shanghai
Through July 19

July 18

Apparel Sourcing Fair
New Delhi
Through July 20

Fabrics & Accessories Trade Show
New Delhi
Through July 20

Indigo Denim and Jeans Expo
New Delhi
Through July 20

Apparel Sourcing Fair India, Dychem Texprocess, Fashion&Accessories, Hontex, Indigo, Yarnex
New Delhi
Through July 24

July 21

Curve Los Angeles
Manhattan Beach, Calif.
Through July 22

INDX Woman Show
Birmingham, U.K.
Through July 23

July 23

Collective Shows West
Huntington Beach, Calif.
Through July 24

July 26

Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through July 30

July 27

Düsseldorf Fashion Days Festival
Düsseldorf, Germany
Dallas Men's Show
Dallas
Through July 29



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LAS VEGAS, NEVADA

LAS VEGAS APPAREL
AND MORE


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Learn more at LasVegas-Apparel.com

REGISTER TODAY!



 #WWINshow

 #WWINshows

WWINshows@CLARIONEVENTS.COM

WWINshow.COM

Calendar

Continued from page 18

July 28

Kentucky Bluegrass Buyer's Market

Lexington, Ky.
Through July 29

INDX Intimate Apparel Show

Birmingham, U.K.
Through July 30

Playtime, Kid's Hub New York

New York
Through July 30

LA Market Week

Los Angeles
Through Aug. 1

July 29

LA Kids Market

Los Angeles
Through July 31



Surf Expo is the premier marketplace dedicated to watersports and coastal lifestyles. Held twice a year in Orlando, Fla., buyers attend from specialty shops and departments stores; resort, souvenir, coastal gift, swimwear and apparel boutiques; outfitters and sporting goods stores; cruise lines, resorts and more from around the world. Featuring over 1,000 exhibitors displaying hard goods, apparel, swimwear, footwear and accessories as well as fashion shows, events and more. Find everything you need to enjoy the water – salt, fresh, in, on or near! The next show is Sept. 5-7 at the Orange County Convention Center. Register to attend at www.surfexpo.com



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 New York Fabric Show running July 17-18 at the New Yorker Hotel, and the Los Angeles Fabric Show running Sept. 25-26 at The New Mart. www.TheFabricShows.com

Formal Markets Atlanta
Atlanta
Through Aug. 2

July 30

Atlanta Apparel

Atlanta
Through Aug. 2

Aug. 1

Denim Show India, Fabrics & Trims Show, Gartex Texprocess India, Screen Print India

New Delhi
Through Aug. 3

Aug. 2

Edmonton Footwear & Accessory Buying Market

Edmonton, Alberta
Through Aug. 4

Aug. 3

Evolution New York

New York
Through Aug. 4

Unique Markets LA

Los Angeles
Through Aug. 4

Michigan Shoe Market

Troy, Mich.
Through Aug. 5

Chicago Collective Men's

Chicago
Through Aug. 6

Aug. 4

Curve New York

New York
Through Aug. 6

ASD Market Week, SourceDirect at ASD

Las Vegas
Through Aug. 7

NY Now Summer Market

New York
Through Aug. 7



California Market Center (CMC) is the iconic hub of LA's fashion, textile, and creative communities. After a \$250-million redevelopment, CMC's architecturally award-winning property is home to curated showrooms and creative offices for notable brands like Free People, Paige, Mavi Jeans, DL1961, Adidas, Lucky Brand, Forever 21, and many more. The CMC Venue is also host to a year-round calendar of key tradeshow and special events, including LA Market Week, LA Kids Market, LA Textile Show, Unique Markets, Markets for Makers, and Vegan Fashion Week, to name a few. www.californiamarketcenter.com



SPINEXPO, the world's premier international trade show for textile yarns and fibers, linear and circular knits, is expanding its reach to the western part of the USA. This expansion follows their successful presence in Paris, London, Hong Kong, New York, and Shanghai over the past 25 years. In collaboration with "The Textile Show," SPINEXPO has accepted the invitation to share its space. During the three-day show, Sept. 24-26, selected top-quality exhibitors in the spinning, flatbed, and circular knitting areas will present the latest Autumn/Winter 2025 collection to the audience. Additionally, a dedicated trend area will showcase the exceptional work by a team of creative designers to inspire. www.spinexpo.com

Aug. 5

FFANY Market Week, New York Shoe Expo

New York
Through Aug. 9

Aug. 11

MIX Apparel + Gift + Lifestyle

Des Plaines, Ill.
Through Aug. 11

CALA Orange County

Irvine, Calif.
Through Aug. 12

Curve Montreal

Montreal
Through Aug. 12

Formal Markets Las Vegas

Las Vegas
Through Aug. 13

Aug. 13

Apparel Sourcing Los Angeles

Los Angeles
Through Aug. 14

Texworld LA

Los Angeles
Through Aug. 14

Fashion Industry Gallery (FIG) August Apparel & Accessories

Dallas
Through Aug. 15

Dallas Apparel & Accessories Market

Dallas
Through Aug. 16

Aug. 14

WESA International Western/English Apparel & Equipment Market

Dallas
Through Aug. 17



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 Aug. 18-21 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—June 23-25, Aug. 25-27 and Oct. 20-22, at Embassy Suites South San Francisco. www.fashionmarketnorcal.com

Aug. 15

Las Vegas Swim Week

Las Vegas
Through Aug. 19

Aug. 17

IFJAG Las Vegas

Las Vegas
Through Aug. 20

Aug. 18

Las Vegas Apparel

Las Vegas
Through Aug. 21

OffPrice Show Las Vegas

Las Vegas
Through Aug. 21

WWIN

Las Vegas
Through Aug. 21

➔ Calendar page 22



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Calendar

Continued from page 20

Aug. 19

MAGIC Las Vegas

Las Vegas
Through Aug. 21

Project Las Vegas

Las Vegas
Through Aug. 21

Sourcing at MAGIC Las Vegas

Las Vegas
Through Aug. 21

Aug. 20

Techtextil North America

Atlanta
Through Aug. 22

New Zealand Fashion Week Kahuria

Auckland, New Zealand
Through Aug. 24

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 July 17–18 in New York. www.prefaceshow.com

Aug. 21

International Textile Fair Seoul, Preview in Seoul

Seoul, South Korea
Through Aug. 24

Aug. 25

Fashion Market Northern California

South San Francisco, Calif.
Through Aug. 27

National Bridal Market Chicago

Chicago
Through Aug. 27

Trendz

Palm Beach, Fla.
Through Aug. 27

FUNCTIONAL FABRIC FAIR
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Explore **Functional Fabric Fair Summer**, the ultimate hub for outdoor, lifestyle, activewear textiles and accessories. Discover groundbreaking innovations revolutionizing performance fabrics and get a sneak peek into 2025/2026 Summer trends with the latest products and technologies. Crafted by the industry for the industry, this trade-exclusive event is free and open to verified designers, product, purchasing, material or sustainability managers. Don't miss your chance to reconnect with the apparel community July 16–17! Register: www.FFFNY24.com/CaliforniaApparelNews

Aug. 27

CHIC--China International Fashion Fair

Shanghai
Through Aug. 29

Sept. 3

Bluezone, Keyhouse, Munich Fabric Start, TheSource

Munich
Through Sept. 4

All China Leather Exhibition Shanghai

Shanghai
Through Sept. 5

Sept. 4

Centre Stage--Asia's Fashion Spotlight

Hong Kong
Through Sept. 7

Dhaka International Yarn & Fabric Show

Dhaka, Bangladesh
Through Sept. 7

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.

Sept. 5

Los Angeles Small Business Expo

Pasadena, Calif.

Surf Expo

Orlando, Fla.
Through Sept. 7

Maison&Objet Paris

Paris
Through Sept. 9

Sept. 7

Northwest Market Association

Tigard, Ore.
Through Sept. 10

Sept. 8

Michigan Women's Wear Market

Livonia, Mich.
Through Sept. 9

Curve Paris, Interfilère Paris

Paris
Through Sept. 10

Sept. 10

Allfashion Sourcing Cape Town

Cape Town, South Africa
Through Sept. 12

Printing United Expo

Las Vegas
Through Sept. 12

Sept. 11

Northern Michigan Show

Gaylord, Mich.
Through Sept. 12

Sept. 12

DyChem Texprocess Show, TexIndia Textile Sourcing Fair, Yarnex India International Yarn Exhibition

Tirupur, India
Through Sept. 14

Sept. 13

Billings Market Association

Billings, Mont.
Through Sept. 15

Sept. 15

Interfilère Shanghai

Shanghai
Through Sept. 16

Milano Micam

Milan
Through Sept. 18

Sept. 17

The Indy Show

Noblesville, Ind.
Through Sept. 18

Dallas Total Home & Gift Market

Dallas
Through Sept. 19

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Fabric Show
July & January
New Yorker Hotel

Los Angeles
Fabric Show
September & February
New Mart

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Dallas, Los Angeles,
Miami, New York,
San Francisco, and...



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- SHORELINE
- SKATE



Surf Expo is a trade only event, open to qualified retail buyers.

REGISTER HERE
OR AT [SURFEXPO.COM](https://www.surfexpo.com)

Calendar

Continued from page 22

Paris Retail Week

Paris
Through Sept. 19

Trendz West

Palmetto, Fla.
Through Sept. 19

Sept. 18

Filo
Milan
Through Sept. 19

Sept. 19

Milan Fashion Week Women's
Milan
Through Sept. 25



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

Sept. 20

Brand Assembly New York
New York
Through Sept. 22

Curate International Collections
New York
Through Sept. 22

Designers and Agents NY
New York
Through Sept. 22

Sept. 22

Coterie New York
New York
Through Sept. 24

MAGIC New York
New York
Through Sept. 24

Sourcing at MAGIC New York
New York
Through Sept. 24

Sept. 23

OC Apparel
Irvine, Calif.
Through Sept. 24

Paris Fashion Week Women
Paris
Through Oct. 1

Sept. 24

Spin Expo
Los Angeles
Through Sept. 26

The Textile Show
Los Angeles
Through Sept. 26

Sept. 25

Los Angeles Fabric Show
Los Angeles
Through Sept. 26



The Evans Group (TEG) is a reputable LA-based fashion development and production house catering to both established and emerging designers. The company operates an acclaimed vertically integrated facility in the Arts District of Los Angeles, crafting patterns, samples, and small-volume productions. As a premier cut and sew manufacturer, TEG specializes in bringing client designs to life with precision and excellence. For a comprehensive launch experience, services include design, fabric and trim sourcing, marketing, and mentorship. Since its establishment in 2005, TEG has assisted close to 4,000 clothing brands, generating over 30 year-round living-wage jobs. www.tegmade.com



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LA Textile
Los Angeles
Through Sept. 27

Sept. 27

Curate International Collections
Paris
Through Sept. 30

Première Classe
Paris
Through Sept. 30

Oct. 3

Graphics Pro Expo Indianapolis
Indianapolis
Through Oct. 5

Oct. 6

Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through Oct. 8

LA Market Week
Los Angeles
Through Oct. 10

Oct. 7

Brand Assembly Los Angeles
Los Angeles
Through Oct. 9

Designers and Agents LA
Los Angeles
Through Oct. 9

LA Kids Market
Los Angeles
Through Oct. 10

Oct. 10

Dubai Fashion Week
Dubai, U.A.E.
Through Oct. 15

Oct. 11

LA Fashion Weekend
Los Angeles
Through Oct. 13

Oct. 14

ITMA Asia + CITME
Shanghai
Through Oct. 18



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Playtime—The Big Small show—brings together hundreds of children's brands at Playtime New York and Kid's Hub July 28–30, Playtime Paris June 29–July 1. 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 physical destination in the world for brands and buyers. www.iloveplaytime.com

Oct. 15

Fashion Sourcing Expo Tokyo
Tokyo
Through Oct. 17

Atlanta Apparel
Atlanta
Through Oct. 18

Oct. 20

Fashion Market Northern California
South San Francisco, Calif.
Through Oct. 22

Oct. 22

Fashion Industry Gallery (FIG) October Apparel & Accessories
Dallas
Through Oct. 24

➔ Calendar page 26

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Calendar

Continued from page 24

The Textile Show

Dallas
Through Oct. 24

Dallas Apparel & Accessories Market

Dallas
Through Oct. 25

Oct. 23

Kingpins Amsterdam

Amsterdam
Through Oct. 24

Performance Days Functional Fabric Fair

Munich
Through Oct. 24

Oct. 24

Impressions Expo Fort Worth

Fort Worth, Texas
Through Oct. 26

Oct. 27

Trendz

Palm Beach, Fla.
Through Oct. 29

Nov. 3

Michigan Women's Wear Market

Livonia, Mich.
Through Nov. 4



Première Vision New York is delighted to announce a new edition in July 2024, which will redefine the fashion industry. On July 16-17, the event will be held at the breathtaking Tribeca Rooftop + 360°. This event will showcase the autumn/winter 25-26 collections in fabrics, accessories, design, leather and manufacturing. The 360-degree glass walls of the New York City skyline and abundant sunlight. As PV New York becomes North America's leading hub for quality sourcing of North American exhibitors carefully selected exhibitors from around the world from around the world ensure a transformative sourcing experience. newyork.premierevision.com/en/

Nov. 6

Collective Shows x Outdoor Retailer

Salt Lake City
Through Nov. 8

Nov. 7

Graphics Pro Expo Charlotte

Charlotte, N.C.
Through Nov. 9

Nov. 20

Functional Fabric Fair powered by Performance Days

Portland, Ore.
Through Nov. 21

Nov. 24

San Francisco Fabric Show

San Francisco
Through Nov. 25

The Textile Show

The Textile Show is your destination for sourcing what's now, what's next, and beyond. Located at Cooper Design Space, the Los Angeles edition Sept. 25-27 features a collaboration with SPINEXPO, the world's premier international trade show for textile yarns and fibers, linear and circular knits. Immediately following LA is the launch of The Textile Show Dallas. In partnership with the Dallas Market Center, the most complete wholesale marketplace in North America, the Oct. 22-24 show will feature a diverse selection of exhibitors from around the globe. Join us and distinguish yourself at this intimate and dynamic platform where creativity thrives, and industry standards are redefined. www.thetextileshow.com

Nov. 27

Japan International Apparel Machinery & Textile Industry Trade Show

Osaka, Japan
Through Nov. 30

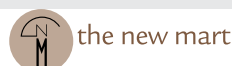


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www.apparelnews.net



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 are June 17-20, July 29-Aug. 1, Oct. 7-10. www.newmart.net



Licensing Expo is the largest event for licensing and brand extension. Exhibitors and attendees come to spot trends, build partnerships, and secure brand rights to products. All through building connections and securing meetings with the most innovative brands and properties from entertainment to fashion to non-profit. Visitors can grow their licensing knowledge, network with peers to discover the latest trends, and secure new deals. Licensing Expo's matchmaking service allows exhibitors and attendees to search for, connect, and secure meetings, all before the show even starts. www.licensingexpo.com/en/home.html



On the cover: Johnny Was

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.

Apparel News Group



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This is a trade-exclusive event is open to verified designers, product, purchasing, material or sustainability managers and others.

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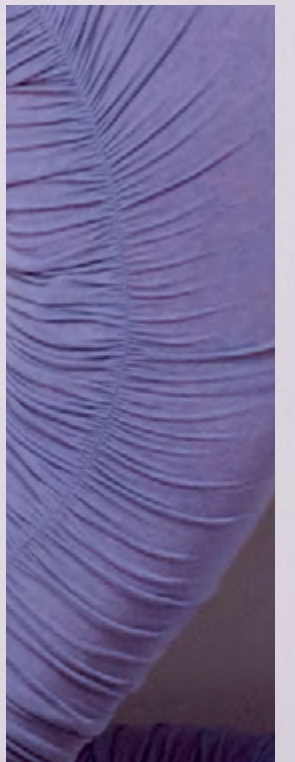


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MES

