

A California Apparel News Special Section

2025

Trade Shows

NOVEMBER 2024

Trade-Show

Q&A

‘What is your most successful method of retaining existing attendees while also attracting new visitors?’

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Alexis Monsanto

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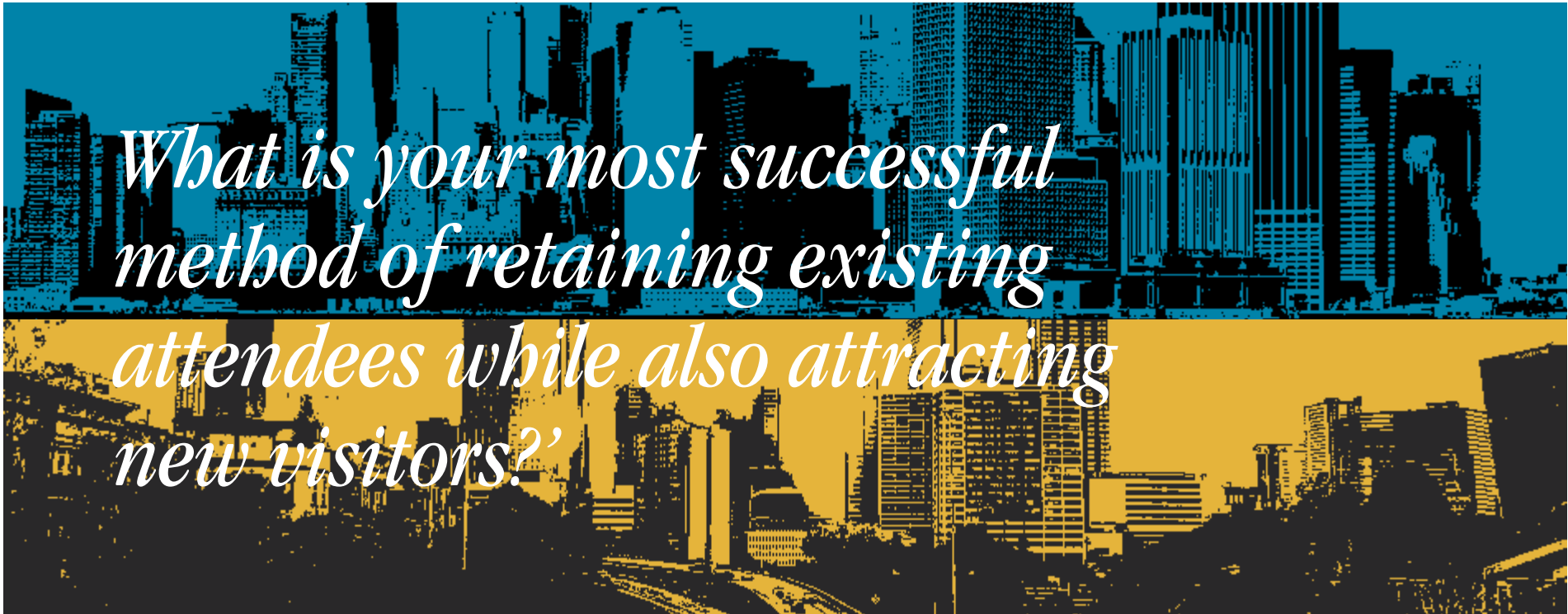
Timing/Lumiere

UmGee USA, Inc.

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LAS VEGAS APPAREL
ANDMORE

LEFT: Dress: GLAM, Hat: Jen & Co.
CENTER: Skort: ENTRO, Top: UmGee
RIGHT: Top and Skort: UmGee
Jewelry on all: Silver n' Accessories



Keeping the Old While Courting New Trade-Show Attendees

By Dorothy Crouch *Contributing Writer*

Today's apparel trade-show attendee expects more than a shopping excursion to plan for the upcoming seasons. Buyers and visitors expect greater personalization that illustrates the event producer's understanding of attendees' specific needs and priorities. Successful trade-show producers are able to attract and retain event visitors with each edition.

There is also the crucial task of creating attendee-exhibitor experiences that excite both buyers and sellers. This is the ultimate goal of trade shows—cultivating and fortifying the

buyer-exhibitor relationship, whether through matchmaking options, brand trend exhibitions or time for socializing.

To find out how successful trade shows continue to draw in fresh visitors while catering to their established guest list, *California Apparel News* asked trade-show experts: *What is your most successful method of retaining existing attendees while also attracting new visitors?*

Jennifer Bacon
Vice President of Fashion and Apparel Shows
Messe Frankfurt, Inc.
Texworldnewyorkcity.com
Apparelsourcingnewyorkcity.com



Texworld NYC is the go-to spot for a truly unmatched mix of suppliers from around the world plus exclusive trend insights that you won't find anywhere else. We're all about creating a space where sourcing, networking

and trend hunting come together seamlessly so professionals can connect with both established suppliers and new, exciting contacts.

Whether you're a familiar face or a first-time visitor, Texworld NYC promises a constantly evolving experience, and this year we're bringing even more with new special features. Our ever-popular education seminars are now joined by the Industry Insight Series, debuting in winter 2025. This exclusive program dives deep into the future of fashion with presentations from top industry voices such as Brittany Sierra, founder of the Sustainable Fashion Forum. We will also host a networking lunch with leading industry figures.

Plus, our brand-new Made to Move area will showcase the latest in high-performance fabrics and activewear—some of the fastest-growing categories in fashion. Discover innovative textiles that push the limits on durability, comfort and flexibility for active and outdoor lifestyles. Year after year, Texworld NYC brings the ultimate blend of trendsetting insights and quality sourcing opportunities.

Tricia Barglof
Executive Director
OffPrice Show
offpriceshow.com



Our most successful method of retaining existing attendees while attracting new visitors is our commitment to constantly adapting to meet our buyers where they are, not where we want them to be. By listening closely to feedback and

staying ahead of industry trends, we provide practical, relevant reasons why attending OffPrice is essential for buyers—whether they are returning or new.

For existing attendees, we focus on evolving our offerings to ensure they continue to discover new, high-margin products that align with the latest market demands. Our show delivers real value by offering unique sourcing opportunities, which minimize risk while maximizing margins—key priorities for our buyers.

To attract new visitors, we utilize targeted digital marketing and influencer partnerships that emphasize OffPrice's unique value propositions. Our collaborations, such as those with Superline Wholesale, have driven impressive engagement, growing our social-media presence and extending our reach to new buyers eager for exclusive deals.

By continuously refining our show and marketing strategies, OffPrice ensures both existing and new attendees leave with practical, actionable takeaways—whether it's securing inventory at unbeatable prices or discovering fresh, in-demand products.

Adrienne Belk
Vice President of Marketing
ASD Market Week
asdonline.com



ASD is truly the affordable shopping destination for our attendees. The show has been around more than 60 years, and our key to retaining attendees is by consistently delivering a one-stop-shop experience to find the widest

variety of product at the highest margins up to 300 percent. ASD attendees return show after show to do a season's worth of sourcing in one event. Not only can buyers find high-end beauty, trending jewelry, apparel and accessories, but find them at a fraction of the cost.

We have apparel stores that attend ASD show after show because they can find all the trends in one place that help ignite sales and boost their profit margin—something every retailer is looking to do these days. In addition to apparel stores, ASD attracts many other types of retailers that also carry apparel and accessories but do not typically attend apparel trade shows, like gift stores, general merchandise and variety stores, home décor, and souvenir shops, just to name a few.

Our retail attendees are our best spokespeople, and sharing their success stories on social media, podcasts, email and retailer-to-retailer word of mouth is what helps attract thousands of new attendees to ASD each show.

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



At ODI, we are strategically targeting design and product-development teams from top outdoor brands, offering attractive travel incentives to encourage their attendance. This initiative has been highly effective in attracting

quality attendees as evidenced by positive feedback from exhibitors at our June event who connected with key decision-makers. We anticipate continued growth in attendee numbers through this program in the coming year.

Our approach to attendee outreach is highly personalized. By maintaining open dialogue with our buyers, we gain a deeper understanding of their specific sourcing needs, allowing us to expand the show into new product categories that align with these needs.

Staying ahead of industry trends and addressing evolving challenges in sourcing and supply-chain management is critical to our mission. To support this, ODI offers a robust seminar program covering cutting-edge topics and featuring top industry speakers.

To further enhance the attendee experience, we have introduced a digital matchmaking service that allows attendees to schedule one-on-one meetings with exhibitors, fostering meaningful connections and ensuring that both attendees and exhibitors derive maximum value from the event.

By focusing on curated experiences, personalized outreach and continuous innovation, we're able to retain our core audience while consistently attracting new visitors to ODI.

What is your most successful method of retaining existing attendees while also attracting new visitors?

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

Emily Cox
Community Director
Brand Assembly
brandassembly.com



At Brand Assembly we keep retailers coming back—and attract new ones—by building genuine connections with them. We're intentional about everything we do, and that includes our outreach to attendees. We personally invite people we know will align with our brand partners and who'll get the most out of the event. It's all about making sure the right buyers and brands are connecting and growing together.

A big part of that is focusing on brand-to-retailer connections. We don't do one-size-fits-all; we customize our outreach based on each brand's vibe and target retailers so those interactions are meaningful and valuable.

On top of that, we thrive on curating cool brands and switching up the experiences each season with engaging activations and premium amenities. When people walk into Brand Assembly it's a whole new vibe every time. Something we're very excited about is our new Parks & Recreation show, which is all about outdoor, recreation and lifestyle brands.

And honestly, we make sure it's not just about business—it's also a lot of fun. Our

team is super passionate and cares about our community, and that energy is contagious. It's the kind of environment where people actually want to be.

Chantal Danguillaume
Event Director
Playtime New York
iloveplaytime.com



Firstly, we focus on curating the show's offer of kids' fashion and lifestyle brands to be large enough that each buyer can curate their own unique selection for their store. We offer a blend of familiar faces they already love working with and new brands that haven't exhibited at our shows before or are new to the market and not to be missed. Our offer must respond to the needs of the final customers, the families that will use the products every day. To ensure this, our expert sales team searches the thousands of existing brands around the world to select the most important.

We also offer information about shifts in the industry. We make trend spaces to inform and inspire visitors' shopping, while seminars dive deeper into the season's trends and changes facing the children's market. To explore shifts like the accessibility of AI or selling on social media, we gather a panel of experts.

By connecting with leading members of the press and the most relevant content creators, we keep our community growing. This

helps establish relationships with trendsetters who want to visit our show season after season while at the same time introducing us to their followers.

Kirsten Griffin
Visitor Promotions Director, Fashion Division
Curve/Comexposium US
curve-connect.com/hub-about-curve



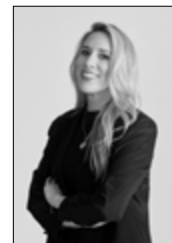
At Curve, we are always striving to think ahead, push boundaries and find creative ways to keep our attendees engaged. Our retailer experience begins from the moment they register for our show. We offer discounted hotel accommodations, an app to help plan their visit and send bimonthly newsletters with information on industry trends, Curve conferences and brands to watch.

We understand that shopping and finding new brands is the primary goal of our attendees. Therefore, we put a lot of energy into creating themed spaces on the show floor so attendees have a sense of discovery and excitement seeing new designers. For the February 2025 Curve show, we have planned a U.K.-based brand section curated by Wonderland, an area for the rising stars of intimates called Object of Desire, an installation of fashion-forward trends by Fashion Institute of Technology students, and more to come.

An initiative we started in 2024 was to

offer co-badging with the NY Now show at the Javits Center. This collaboration was extremely successful and was a win-win for both of us. As a result, we will continue again in 2025 to have both our show schedules aligned and extend complimentary access to qualified NY Now visitors wishing to visit Curve.

Kelly Helfman
President
MMGNET Group
magicfashionevents.com



Our most successful methods to retain existing attendees while also continuing to expand and attract new visitors are regular communications and enhanced customer experiences on and off the show floor. It is essential for us to create and maintain relationships with our customers so we can understand their needs and also show how we can support them based upon that feedback.

By offering enhanced customer support, such as providing travel deals and specials as part of our community perks or giving them the VIP treatment with great on-floor experiences like networking events, expert panels, matchmaking programs and content-creating opportunities, we are able to help our visitors save time and also maximize their on-site experience.

➔ Trade-Show Q&A page 6

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What is your most successful method of retaining existing attendees while also attracting new visitors?

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

We also aim to be a year-round platform by sending out regular communications on industry education, trend reports and other ongoing resources to support our attendees' businesses and needs not just during events. These methods allow us to continue to engage with our existing attendees throughout the year while also providing key industry communications to potential new visitors.

Jim Iwasaki
Founder and President
OC Apparel Show
ocapparelshow.com



We do our best to retail as many reps and vendors as possible. This helps keep our current buyers coming back show after show. Also, by searching many resources throughout the marketplace, we look for lines that will complement our California coastal lifestyle with exciting new vendors with stories, sustainability and missions that our buyers would love. We also like to treat our reps and vendors equally as well as our buyers so that everyone is inclusive and we are all one big happy family. Lastly, we believe that our open-floor ballroom is a differentiating factor.

We felt that evolving our show would

help make the OC Apparel Show stand out as the premier apparel show. Now, with our new location or, as I like to call it, our forever home, we will have a large ballroom that will accommodate 47 10'x10' booths. We will also have a hybrid of suites and showrooms for those who like a more intimate setting in which to work with their customers.

Meryl Mandelbaum
Managing Director
Designers and Agents
designersandagents.com



status quo.

At D&A, we showcase the best collections from a wide range of categories including RTW, knitwear, shoes, bags, hats, jewelry and other lifestyle ranges. We avoid duplication and oversaturation, so it is in fact a highly selected curated presentation.

Of course, social media, outreach and scouting are items in the toolbox, but more importantly it is the essential dynamic between collections that have creative integrity and a distinct POV and outstanding shops with a keen aesthetic.

There is nothing more impactful than

Retailers are covering so much in terms of the marketplace, and at D&A they know they will discover new and established independent brands that will inspire them and enable them to distinguish their stores from the

reputation in terms of attracting top-notch collections and retailers, and D&A is known for creating a user-friendly experience for both our exhibitors and retailers, who rely on D&A to bring a compelling group of brands together in an atmosphere that is conducive to do business in.

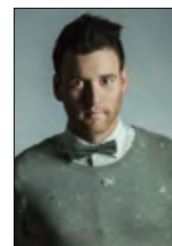
Debby Martin
Founder and President
Bungalow Trade Show
bungalowtradeshow.com



curated roster helps attract new buyers as well as our returning ones.

Our show environment is geared toward a brand and rep relationship with an open-faced market layout, allowing buyers to easily get their work done with existing brands while exploring new ones. This insight and knowledge help us shape future marketing and outreach strategies. We're so humbled by the support of the brands and buyers coming together and showing up for market. It truly takes a village to curate a home base for everyone to get their work done in one setting.

Matthew Mathiasen
Event Director
NY Now
nynow.com



Buyers have trusted NY Now for over 100 years, and it's not just because of our legacy—we're constantly striving to build upon an evolved market rooted in the future of our industry to appeal to both newcomers and industry veterans. To do that, we're introducing a new, full three-day schedule and a shift in halls at the Javits to create a more streamlined floor plan that supports our growth strategy and creates a more efficient, impactful experience for everyone.

At NY Now's Winter Market, you'll have access to a broad spectrum of brands across our three core categories—gift and lifestyle, home, and jewelry and accessories. We're also focusing on engaging our community 24/7/365 with connection and product-sourcing opportunities. Our mobile app provides for effortless way finding and the opportunity to connect with brands at the show. Additionally, through NY Now Online, shopping is no longer limited to market days but provides access to exhibiting brands year-round.

In striving to craft a dynamic, value-driven experience by continuing our commitment to brand-led activations, elevated com-

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The background of the poster is a vibrant, monochromatic orange-red color. It is filled with various line-art illustrations. At the top, there are shopping bags, some with a logo, and a scene of horses running on clouds. Below that, a large, modern building with horizontal lines is depicted, with the words 'World Trade Center' visible on its side. The middle section features a city skyline with a prominent tower, a person sitting at a table, and a scene of a cowboy on a horse. The bottom section shows a cowboy in a hat, a stack of folded clothes, a handbag, and a Ferris wheel. The entire scene is framed by a decorative border with a checkered pattern on the left and right sides and a striped pattern at the top and bottom.

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AUGUST 12 - 15 | OCTOBER 21 - 24





Trade-Show Q&A

Continued from page 6

community content sessions, our hosted buyer program and our diverse offering of brands, we're dedicated to supporting buyers' needs in our modern NY Now marketplace.

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



At WWIN, we prioritize delivering amenities that enhance our attendees' ability to do business efficiently, helping us retain loyal participants while drawing in new visitors. By providing resources that support buyers in making crucial connections and maximizing their time, WWIN allows attendees to focus on business growth in an elevated, productive environment.

Returning attendees know WWIN as more than a trade show; it's a trusted community where connections and insights from past events drive ongoing success. We reinforce this by staying connected and highlighting the unique experiences and growth opportunities they've encountered, making WWIN an indispensable part of their business journey.

For new visitors, WWIN—co-located with Las Vegas Apparel—offers the opportunity to explore diverse product offerings, network with industry leaders and access the latest trends all in one place. The dynamic environment makes it a must-attend for those aiming to expand their business.

Each year, we enhance the show experience with innovative elements like activations, trend presentations and exclusive networking events, keeping the show fresh and valuable for all. These ongoing improvements create a memorable experience that meets expectations and builds a strong sense of community, ensuring WWIN is a key event for both new and returning attendees.

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



Southeast and Western U.S. What they say is that our marketplace offers unmatched inspiration, diversity of resources and effi-

ciency. Buyers want a marketplace where they can quickly and easily survey trends and conduct business in person.

ciency. Buyers want a marketplace where they can quickly and easily survey trends and conduct business in person.

We firmly believe there is no substitute for the in-person experience at wholesale and retail. That's why we lean into these values to turn first-time buyers into loyal customers. For inspiration, we continue to attract trending brands in a range of price points.

Beginning in January, Dallas Fashion Week will kick off our markets with the women's Apparel & Accessories Market and KidsWorld followed by the Western and English markets and concluding with the Dallas Men's Show. Given our location and the layout of our marketplace, buyers can see more and get more done.

There's one additional value for attracting and retaining attendees—and that's a strong commitment to the customer. We always hear how friendly, welcoming and supportive our staff and exhibitors are.

Seamus Murtagh
Owner
CALA Shows Inc.
calashows.com



Our most successful method of retaining existing attendees while attracting new visitors to CALA Shows comes from the strong foundation my dad built over 30 years ago. Always generating excitement and maintaining a sense of community with exhibitors and buyers, he has taught us to prioritize building and fostering connections between our team and the fashion industry and also between vendors and their buyers.

For returning buyers, we provide an elevated experience by offering perks like complimentary coffee, parking, breakfast, lunch and an open bar. These touches make attending the event not only productive but enjoyable. We also maintain close communication with our buyers and exhibitors year-round, gathering information and insight that allow us to tailor the show to their evolving needs. This connection ensures that people enjoy coming back to our shows. To attract new buyers, we focus on the quality and diversity of the lines we exhibit.

We rely on direct feedback from both buyers and exhibitors to ensure our show remains topical and valuable to the industry. Our aim is to create an environment where new attendees feel welcome and longtime visitors know they can count on us to offer a high level of care and attention.

Jon Pertchik
Chief Executive Officer
ANDMORE
andmore.com



ANDMORE's customer-centric approach delivers an exceptional experience for attendees. Hosting the brands they want to see, unique experiences and generous hospitality to ease their trip keeps them coming back. Markets are curated to orchestrate top-tier buying resources, new product discovery, and interactive events and amenities.

In Atlanta, we showcase products in a hybrid layout, giving buyers the ability to discover new and upcoming temporary exhibits as

Trade-Show Q&A page 10

ATLANTA APPAREL ANDMORE
atlanta-apparel.com
@apparelmarkets | @formalmarkets
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Left: Skirt and top: Milio Milano, Earrings: Uncommon Fashion, Belt and Bag: Lori Veith
Right: Dress: Therapy w/Lisa Adams, Blazer: Reeves & Co., Sunglasses: FREYRS, Necklaces: Yochi, UnCommon Fashion, Chair: Currey & Co.

Explore, connect, and shop with us in 2025! As seasons change and trends evolve, keep your inventory fresh with sourcing opportunities throughout the year. Atlanta and Las Vegas Apparel Markets offer unmatched hospitality, complimentary amenities and exclusive access to top lines.

2025 MARKET DATES

Atlanta Apparel February 4–7 April 1–4 June 3–6 August 5–8 October 14–17	April Buying Week April 1–4 This new event merges Atlanta Apparel, Formal Market, and Spring Market at AmericasMart (Gift & Home) for a comprehensive sourcing experience.
Las Vegas Apparel February 9–12 August 17–20	
Formal Markets Atlanta April 1–3 August 4–8	

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Trade-Show Q&A

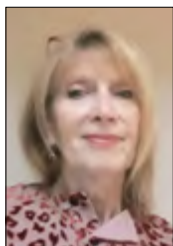
Continued from page 8

well as large permanent showrooms. Our dedicated Buyer Resources destination provides a convenient spot for buyers to enjoy our daily complimentary lunch or browse the retailer service exhibitors. Partnering with top brands, we offer helpful displays like the New & Now vignette and fun experiences that allow buyers to meet new vendors and take home complimentary product giveaways.

At Las Vegas Apparel, we co-located with Womenswear in Nevada to create a destination with maximum sourcing options. We've brought our Southern hospitality out West, with daily complimentary meals and an easy-to-shop layout for maximum discovery. Plus, ANDMORE's buyer-services team offers assistance with registration and travel.

In 2025, we will ensure the buyer experience remains at the forefront of market planning and design and find new ways to extend the hospitality that attendees return for.

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



The Fabric Shows feature North American mills and converters. To better meet buyers' needs, we have expanded our exhibitor offerings to include domestic sewing and finishing contractors.

With growing interest in sourcing locally and supporting American-made products, we have been committed to a high-quality exhibitor base and to a clearly defined mission of supporting domestic sourcing. This focus not only strengthens retention among current attendees and exhibitors but also attracts new visitors to our shows nationwide.

Devon Ranger
Show Director
Collective Shows
collectiveshows.com



Prioritizing a curated collection of the industry's most reputable and emerging swimwear and activewear brands comes first. However, we know that many buyers appreciate Collective Shows for more than just that. Our shows

also provide an opportunity to escape the mundane of a traditional trade-show experience and become truly immersed in the swim and active culture. We like to think of our shows as more of a buyers' retreat, and it

starts with setting the tone.

We bring our community together in an intimate, exclusive, beachfront environment where the swim and active lifestyle is all around us. We captivate and elevate our buyers from the moment they step foot through the doors. From exclusive concierge services for our VIP attendees to inclusive wellness and fitness escapes to runway shows and trend discovery through captivating displays, our goal is to keep our buyers engaged, replenished and rejuvenated throughout the event so that they can effectively and efficiently accomplish all their buying needs. Collective Shows is a place where you come inspired and leave empowered.

Moriah Robinson
Show Director
The Textile Show
thetextileshow.com



Our attendee strategy is centered on fostering an engaged community that values collaboration, innovation and education. After each show we actively solicit feedback to gain deeper insights into attendee needs and preferences,

allowing us to develop tailored solutions for future editions. We prioritize creating a supportive show environment conducive to business while ensuring that every attendee feels valued and connected.

To attract new visitors, we implement targeted outreach through digital marketing and call campaigns. We highlight and promote our carefully curated exhibitor lineup, unique show offerings, industry-leading speakers, engaging panel discussions and

networking opportunities as a value-add for all attendees.

Additionally, we leverage digital platforms to maintain a continuous connection with our attendees throughout the year. By featuring compelling content that highlights trends and innovations in the fashion and textile industry, we aim to keep our community inspired and engaged. This ongoing interaction not only strengthens our relationships but also influences new attendees to join our event.

Ashley Sabo
General Manager
California Market Center
californiamarketcenter.com



At CMC, we design every aspect of LA Market Week and LA Textile with the attendee's journey at the forefront. Our curated selection of high-quality exhibitors and brands is aimed at attracting and resonating with attendees.

Equally important are the unique events, activations, amenities and immersive environments we create, ensuring a memorable experience throughout our shows.

Central to our approach is a robust marketing and attendee-relations strategy. We focus on not just raising awareness of our events but on fostering genuine relationships and community among both new and returning attendees. Our team engages in strategic one-on-one outreach and leverages our digital platforms, complemented by exceptional customer service at every touchpoint. By listening to and caring for our attendee community, we enhance their overall experiences and build lasting connections.

➔ Trade-Show Q&A page 12



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CHARLOTTE, NC
MAY 7-9, 2025

EMBASSY SUITES HOTEL
4800 SOUTH TRYON STREET
CHARLOTTE, NC

LAS VEGAS, NV
AUGUST 16-19, 2025

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What Makes for a Great Trade Show Experience? Two Loyal Buyers Let Us in on LVA's Special Formula

The Arts District of Las Vegas is loaded with shopping and dining choices, and we're not just talking about the charming old-school neighborhood. You'll find the same bevy of options—plus a whole lot more—at Las Vegas Apparel (LVA), co-located with Womenswear in Nevada (WWIN).

It's noted to be the easiest show to shop, and from the moment you arrive you'll surely agree. "We love for retailers to be able to source in a comfortable and curated format," says Sarabeth Jackson, director of buyer services for apparel for Las Vegas Apparel. "We're all about the buyer experience, which includes helping offset expenses because we know that it can be costly to come to market." LVA's amenities include com-

plimentary breakfast, lunch, and happy hour as well as rideshare credits.

Then there are the added benefits like networking opportunities with leaders from the retailer community. "Leading professionals help retailers navigate everything from social media to livestream selling as well as all the upcoming trends," says Jackson. "We're located in the Arts District, where there's fantastic dining and shopping right nearby. We know you're coming to Vegas, so we also

have the mentality of encouraging you to not just work hard but play hard as well. Enjoy yourself, and take advantage of the city's many amazing offerings after you complete your buying experience."

But don't just take it from LVA. Here's what two loyal retailers have to say:



Sarabeth Jackson

Heather Rincon Owner Crane Clothing Co. Fort Smith, Arkansas

We love this show because of the relationships with the vendors and being able to see and touch and talk about the product. I can go online and order a ton of stuff, but I don't know what the quality is going to be for my customer, and I also want to deliver at the best possible price.



We also like LVA because there are always vendors you don't see at the other markets. And in our region people don't really go out there, so we're able to bring in unique items, which we always find every time we go. The LVA people are also really easy to work with. Registration is easy, it's an easy show to navigate, and they feed you! It's just a good experience overall.

Tony Chinn Chief Executive Officer The Buying Agency Los Angeles

Our time is so limited when it comes to attending trade shows, especially in Vegas. We love that LVA is open on Sunday, which makes our schedule that much easier. It's great because the vendors are provided with ample space in their booths, so it makes pulling a dream. Nothing is crammed on racks, and buyers have room to breathe. The show layout makes it easy for buyers to navigate without feeling overwhelmed. Smaller, more curated shows offer a higher-quality, focused selection, allowing us to dig deeper into trends, and we enjoy the networking mixers, which help us build valuable relationships.

The grid floor plan makes it easy for buyers to walk the show quickly and not miss anything, and incentives that help offset travel costs make the show more worthwhile. The staff at Las Vegas Apparel is always so welcoming. Sarabeth gets us registered weeks in advance and has our badges printed and ready to go when we arrive. There are no lines and no waiting—just a true VIP experience. The free coffee stations and food provided also add to the overall VIP experience. Buyers are limited in our time and are always racing through shows, so we all rely on that morning and midday pick-me-up to keep us going, and waiting in lines just stops our flow.



Adds Jackson: "Take advantage of planning your visit now, before the holiday season. Our show is conveniently co-located with the Womenswear in Nevada

show, letting you source two markets in one destination. We're all about helping you enjoy a sourcing experience you can't find at other trade shows."

LAS VEGAS APPAREL
ANDM()RE

Las Vegas Apparel and
Womenswear in Nevada run
Feb. 9–12 at the Expo at
World Market Center Las Vegas
www.LasVegas-Apparel.com

TRADE-SHOW Q&A

What is your most successful method of retaining existing attendees while also attracting new visitors?

Trade-Show Q&A

Continued from page 10

Judy Stein
Executive Director
SwimShow
swimshow.com



Over the last 40 years of SwimShow, our main priority is to make sure our attendees feel a warm SwimShow welcome. Not only do we consistently curate a group of great, new exhibitors, but we also make certain our past exhibitors are pushing the needle with their new collections and retailer relationships. We offer a comfortable atmosphere and programming with panel discussions, networking events, and a mobile app for buyers to stay connected with brands.

In 2025, we're introducing an entirely new show. The Edit will take place in October for our brands to present collections outside the traditional Resort and Spring collections they show during Miami Swim Week. Our attendees can continue to expect the industry's best, most reputable brands and also meet with new-to-market designers that bring a fresh industry perspective. We offer lounge areas to rest and recharge between meetings and special hospitality offerings like coffee stations and an array of food options. Put simply—we know what it takes to keep our show modern and celebrate what we're here for, and that's getting down to business and having successful show seasons.

Mary Taft
Executive Director
Fashion Market Northern California
fashionmarketnorcal.com



Over the years FMNC shows have earned the reputation of providing a successful three-day shopping event that is fun and productive for both buyers and exhibitors. Our loyal brands make it convenient for buyers to shop for what they need while not having to travel far. In addition to an intimate and friendly atmosphere, we offer daily events such as a quick massage, food treats, as well as a fun event on Sunday evenings with live music—all delivered with a smile. Everyone can begin their day while enjoying a complimentary breakfast, then take a break later to enjoy their complimentary lunch. The intimate environment of our shows is enhanced when buyers choose to stay a night or two. We find that being in a hotel is nice for catching up, whether it is with a cocktail or enjoying dinner with other buyers or exhibitors.

The loyalty of our buyers and exhibitors attending our show also makes for a friendly environment for shopping. We strive to create a lovely atmosphere for all to feel wel-

come and appreciated while finding great brands—and word does travel!

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



At Surf Expo we aim to create a dynamic, value-driven experience that is both productive and memorable for retail buyers. Prioritizing strong relationships with our longtime attendees, consistently curating a high-quality exhibitor

list, and offering exclusive first access to new products and trends ensures that returning buyers continue to find fresh, relevant opportunities to grow their businesses.

We focus on ensuring that attendees not only get work done but also have a fun time doing it. From meeting with expected exhibitors to discovering new and exciting brands, buyers leave feeling like they have uncovered valuable opportunities. We also make sure the environment is energizing, with interactive demos, networking events and industry-related activities that make the experience enjoyable.

To attract new visitors, we leverage targeted marketing campaigns, industry partnerships and offer perks like free registration up until two weeks before the show. We highlight the event's unique value propositions such as discovering emerging brands, networking with industry leaders and attending educational seminars that address evolving market trends.

Additionally, we maintain a focus on buyer engagement both before and after the show with personalized outreach, VIP experiences and robust digital platforms that allow attendees to preview and connect with exhibitors.

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



At Kingpins, we carefully vet our exhibitors—and attendees—to ensure that the time spent is valuable and successful for both. We like our shows to be intimate and easily navigated, so space is limited, enabling us to curate a mix of some of the best suppliers, manufacturers, retailers and brands.

Along the same lines, we want to educate and inspire everyone who comes through the Denim Talks seminar series as well as initiatives link The Boxes, our installation space for creative collaborations.

Over the last 20 years we have developed a reputation for providing a venue where the denim industry can come to do business, network and learn. But that doesn't mean we aren't afraid to tweak the formula from time to time. For example, earlier this year we returned to mainland China with a three-day show that mixed B2B and B2C activities. We do something similar at our Hong Kong Pop-Up by providing content that appeals to both trade and consumer audiences.

But perhaps the best way to attract and retain attendees is to listen to our exhibitors as well as the retailers and brands to find out what will help them find success on our platform. ●

Responses have been edited for clarity and space.

UPWARD



ACCOUNTING - CONSULTING - WEALTH MANAGEMENT

To look forward and rise to the challenges ahead requires welcoming change with optimism. It's how Moss Adams uplifts more than 320 apparel companies nationwide to strategically plan for, and go, where they want to be next. Discover how our industry-focused advisory solutions can help elevate your business performance.

MOSSADAMS.COM/UPWARD



MOSSADAMS

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International Trade-Show Calendar

Nov. 15

FFANY Footwear Tariff & Customs Conference
Online

Nov. 16

ComplexCon
Las Vegas
Through Nov. 17

Nov. 18

Product Innovation (PI) Apparel Supply Chain Forum USA
Los Angeles
Through Nov. 19

Nov. 19

WWSRA Intermountain Preview Salt Lake City
Through Nov. 20

WWSRA Montana Winter Show
Helena, Mont.
Through Nov. 20

Fast Textile International Textile Fair

Warsaw, Poland
Through Nov. 21

Functional Fabric Fair—powered by Performance Days
Portland, Ore.
Through Nov. 21

Global Sourcing Expo Australia
Melbourne, Australia
Through Nov. 21

IF Wedding Fashion Izmir
Izmir, Turkey
Through Nov. 21

Nov. 21

Apparel Textile Sourcing Miami Miami
Through Nov. 23

Nov. 24

San Francisco Fabric Show
San Francisco
Through Nov. 25

Nov. 27

Japan International Apparel Machinery & Textile Industry Trade Show
Osaka, Japan
Through Nov. 30

Dec. 2

FFANY Market Week, New York Shoe Expo
New York
Through Dec. 6

Dec. 3

ISPO Munich
Munich
Through Dec. 4

Product Innovation (PI) Apparel Supply Chain Forum Berlin
Berlin
Through Dec. 4

View Premium Selection
Munich
Through Dec. 4

WWSRA Northern California Preview
Roseville, Calif.
Through Dec. 5

WWSRA Northwest Preview
Tacoma, Wash.
Through Dec. 5

WWSRA Rocky Mountain Preview
Denver
Through Dec. 5



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 2025 events include the Apparel & Accessories Market and Kidsworld (Jan. 21–24 and March 25–28), the Men's Show (Jan. 25–27) and WESA International (Jan. 22–25). www.dallasmarketcenter.com

Dec. 4

Denim Première Vision Milan
Milan
Through Dec. 5

Dec. 7

Unique Markets LA
Los Angeles
Through Dec. 8

Dec. 11

Première Vision Blossom
Paris
Through Dec. 12

Dec. 12

L.A. Fashion Awards
Los Angeles

Jan. 4

ASI Show Orlando
Orlando, Fla.
Through Jan. 6

Trendz

Palm Beach, Fla.
Through Jan. 6

Jan. 6

MAGIC Miami
Miami Beach, Fla.
Through Jan. 7

Jan. 7

WWSRA Northern California Winter Show
Reno, Nev.
Through Jan. 8

WWSRA Northwest Winter Show
Ridgefield, Wash.
Through Jan. 8

WWSRA Rocky Mountain Winter Show
Brighton, Utah
Through Jan. 8

Jan. 8

Travelers Show Ocean City
Ocean City, Md.
Through Jan. 9

Surf Expo
Orlando, Fla.
Through Jan. 10

Dallas Total Home & Gift Market
Dallas
Through Jan. 14

Jan. 10

ISPO Beijing
Beijing
Through Jan. 12

Jan. 11

London Bridal Expo
London
Through Jan. 12

Expo Riva Schuh, Gardabags
Riva del Garda, Italy
Through Jan. 14

Jan. 12

Northstar Fashion Exhibitors
St. Paul, Minn.
Through Jan. 14

NRF 2025: Retail's Big Show

New York
Through Jan. 14

L.A. Market Week

Los Angeles
Through Jan. 16

Jan. 13

New York Fabric Show

New York
Through Jan. 14

Travelers Shore Show New England

Cranston, R.I.
Through Jan. 14

Brand Assembly Los Angeles

Los Angeles
Through Jan. 15

LA Kids Market

Los Angeles
Through Jan. 15

Jan. 14

Collective Shows West

Huntington Beach, Calif.
Through Jan. 15

London Textile Fair

London
Through Jan. 15

Première Vision New York

New York
Through Jan. 15

WWSRA Intermountain Winter Show

Salt Lake City
Through Jan. 15

WWSRA Southern California Winter Show

Costa Mesa, Calif.
Through Jan. 16

Pitti Immagine Uomo

Florence, Italy
Through Jan. 17

Winter Atlanta Market

Atlanta
Through Jan. 20

Jan. 15

Feel the Yarn Copenhagen

Copenhagen, Denmark

Spinexpo New York

New York
Through Jan. 16

Dhaka International Denim Show, Dhaka International Yarn & Fabric Show

Dhaka, Bangladesh
Through Jan. 18

Jan. 17

Dychem India, TextIndia, Yarnex International

Ludhiana, India
Through Jan. 19

Milan Fashion Week Men's

Milan
Through Jan. 21

Jan. 18

Bijorhca, IMPACT x Neonyt Paris, Who's Next

Paris
Through Jan. 20

Interfilière Paris

Paris
Through Jan. 20

Salon International de la Lingerie (SIL) Paris

Paris
Through Jan. 20

Jan. 22

Kingpins New York

New York
Through Jan. 23

Pitti Immagine Bimbo

Florence, Italy
Through Jan. 23

Preface LA

Los Angeles
Through Jan. 23

American Equestrian Trade Association (AETA) International Trade Show

Dallas
Through Jan. 24

Sports Licensing and Tailgate Show

Las Vegas
Through Jan. 24

WESA International Western/English Apparel & Equipment Market

Dallas
Through Jan. 25



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. And now 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. 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

Jan. 19

Store Point Retail

San Antonio, Texas
Through Jan. 22

Jan. 20

Gift & Home Winter Market LA Mart

Los Angeles
Through Jan. 23

Seattle Market Week

Seattle
Through Jan. 24

Jan. 21

Lineapelle London

London

Bluezone, Keyhouse, Munich Fabric Start, TheSource

Munich
Through Jan. 22

Spinexpo Paris

Paris
Through Jan. 22

Apparel Sourcing New York City

New York
Through Jan. 23

Fashion Industry Gallery (FIG) January Apparel & Accessories

Dallas
Through Jan. 23

Printsource New York @ Texworld

New York
Through Jan. 23

Texworld New York City

New York
Through Jan. 23

Dallas Apparel & Accessories Market

Dallas
Through Jan. 24

Dallas Kidsworld Market

Dallas
Through Jan. 24

PGA Show

Orlando, Fla.
Through Jan. 24

Paris Fashion Week Men

Paris
Through Jan. 26

Jan. 22

Kingpins New York

New York
Through Jan. 23

Pitti Immagine Bimbo

Florence, Italy
Through Jan. 23

Preface LA

Los Angeles
Through Jan. 23

American Equestrian Trade Association (AETA) International Trade Show

Dallas
Through Jan. 24

Sports Licensing and Tailgate Show

Las Vegas
Through Jan. 24

WESA International Western/English Apparel & Equipment Market

Dallas
Through Jan. 25

Jan. 23

Travelers Super Show Wilmington

Wilmington, Del.
Through Jan. 24

Impressions Expo Long Beach

Long Beach, Calif.
Through Jan. 25

Welcome Edition Paris

Paris
Through Jan. 26

Jan. 24

Jumble Showroom Paris

Paris
Through Jan. 26

Man-Woman Paris

Paris
Through Jan. 26

Supreme Kids

Munich
Through Jan. 26

Supreme Women & Men Düsseldorf

Düsseldorf, Germany
Through Jan. 27

Minneapolis Mart Gift, Home, Apparel & Accessory Show

Minneapolis
Through Jan. 28

Jan. 25

Dallas Men's Show

Dallas
Through Jan. 27

Fashn Rooms

Düsseldorf, Germany
Through Jan. 27

Neonyt Düsseldorf

Düsseldorf, Germany
Through Jan. 27

Jan. 26

INDX National Kidswear, Kids Footwear

Birmingham, U.K.
Through Jan. 27

Michigan Shoe Market

Troy, Mich.
Through Jan. 27

Modefabriek Amsterdam Fashion Trade Event

Amsterdam
Through Jan. 27

MIX Apparel + Accessories

Des Plaines, Ill.
Through Jan. 28

Las Vegas Market

Las Vegas
Through Jan. 30

Jan. 27

Sports Achat Winter

Grenoble, France
Through Jan. 29

Paris Fashion Week Haute Couture

Paris
Through Jan. 30

Copenhagen Fashion Week

Copenhagen, Denmark
Through Jan. 31

texworld
NEW YORK CITY

Texworld and Apparel Sourcing NYC return this January, and the show organizers are raising the bar! For the Winter 2025 Edition, they have curated a one-stop sourcing event that blends the latest trends, eco-conscious and innovative materials, unmatched industry education, networking opportunities and much more. Get inspired and explore the attendee-tailored show floor filled with hundreds of global exhibitors and expansive product categories. From high-performance textiles to unique prints and patterns, this is the ultimate sourcing destination for fashion-forward professionals. Join Texworld and Apparel Sourcing this Jan. 21–23 to see how the shows are redefining the future of fashion sourcing. Don't miss out, register online today at texworldnyc.com/

Jan. 28

Cliff Kids, Copenhagen International Fashion Fair (Cliff) x Revolver, Showrooms

Copenhagen, Denmark
Through Jan. 30

Man/Woman New York

New York
Through Jan. 30

Pitti Immagine Filati

Florence, Italy
Through Jan. 30

Welcome Edition New York

New York
Through Jan. 30

Jan. 29

Cabana Miami Beach

Miami Beach, Fla.
Through Jan. 30

INDX Woman Show

Birmingham, U.K.
Through Jan. 30

Lineapelle New York

New York
Through Jan. 30

Jan. 31

Berlin Fashion Week

Berlin
Through Feb. 3

Feb. 1

Chicago Collective Men's

Chicago
Through Feb. 4

Feb. 2

Denim and Jeans Egypt

Cairo
Through Feb. 3

Kentucky Bluegrass Buyer's Market

Lexington, Ky.
Through Feb. 3

Michigan Women's Wear Market

Livonia, Mich.
Through Feb. 3

Curve New York

New York
Through Feb. 4

Fashion Market Northern California

South San Francisco, Calif.
Through Feb. 4

INDX National Menswear Show

Birmingham, U.K.
Through Feb. 4

NY Now Winter Market

New York
Through Feb. 4

Shoppe Object New York

New York
Through Feb. 4

Supreme Body & Beach

Munich
Through Feb. 4

Feb. 3

FFANY Market Week, New York Shoe Expo

New York
Through Feb. 7



Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of women's, men's, and children's apparel and accessories lines all together in one location at one time. Seven markets throughout the year feature an expansive—and growing—product mix, including contemporary, young contemporary, social occasion, bridal, resort, fashion, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Upcoming apparel shows next year include Feb. 4–7, 2025 and April Buying Week, taking place April 1–4, which will combine Atlanta Apparel, Formal Markets (April 1–3) and Spring Market (Gift + Home, April 1–4) for one comprehensive, cross-category sourcing and shopping experience. Find more details and the 2025 market schedule at www.Atlanta-Apparel.com



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 shows in 2025 in Las Vegas at the Embassy Suites Feb. 8–11 and in Charlotte, N.C., at the Embassy Suites by Hilton May 7–9 should not be missed! Preregister 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 <

2025

SHOW DATES

February 2 - 4

April 6 - 8

June 8 - 10

August 24 - 26

October 19 - 21

FM
Fashion Market
Northern California
NC

www.fashionmarketnorcal.com



Calendar

Continued from page 14

Feb. 4

CALA San Francisco
South San Francisco, Calif.
Through Feb. 5

Feel the Yarn Paris
Paris
Through Feb. 5

Milano Unica
Milan
Through Feb. 6

Atlanta Apparel
Atlanta
Through Feb. 7

Feb. 5

Northern Michigan Show
Gaylord, Mich.
Through Feb. 6



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

Feb. 6

Travelers Show Saratoga
Saratoga Springs, NY
Through Feb. 7

Bisutex, Intergift, Madridjoya, Momad
Madrid
Through Feb. 9

New York Fashion Week powered by The Society
New York
Through Feb. 9

Feb. 7

Apparel Sourcing Fair shows India, Fabrics & Accessories
Bangalore, India
Through Feb. 9

Ambiente
Frankfurt, Germany
Through Feb. 11

Dubai Fashion Week
Dubai, U.A.E.
Through Feb. 11

Feb. 8

IFJAG Las Vegas
Las Vegas
Through Feb. 11

Supreme Women & Men Munich
Munich
Through Feb. 11



Surf Expo is a must-attend market for retailers in the water-sports and coastal-life industry to discover a wide range of brands and see the latest trends and innovations. Buyers from across the globe rely on Surf Expo to find the freshest products and emerging brands across multiple categories including, boutique, resort, swimwear, footwear, water sports, coastal gift and souvenir. Surf Expo offers a dynamic, value-driven experience with daily fashion shows, learning labs, networking events, parties, and more. The next show will be Jan. 8-10, 2025, in Orlando, Fla. Qualified retailers can register for free before Dec. 25 at surfexpo.com.

Feb. 9

INDX Intimate Apparel Show
Birmingham, U.K.
Through Feb. 10

Kid's Hub New York, Playtime
New York
Through Feb. 11

Pure London x Just Around the Corner
London
Through Feb. 11

Scoop International Fashion Shows
London
Through Feb. 11

Las Vegas Apparel
Las Vegas
Through Feb. 12

OffPrice Las Vegas
Las Vegas
Through Feb. 12

WWIN Las Vegas
Las Vegas
Through Feb. 12

Feb. 10

Apparel Sourcing Paris
Paris
Through Feb. 12

MAGIC Las Vegas
Las Vegas
Through Feb. 12



The Evans Group (TEG) is a reputable L.A.-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

PROJECT Las Vegas
Las Vegas
Through Feb. 12

Sourcing at MAGIC Las Vegas
Las Vegas
Through Feb. 12

Texworld Paris
Paris
Through Feb. 12

Feb. 11

Première Vision Paris
Paris
Through Feb. 13

Feb. 12

Feel the Yarn New York
New York
Through Feb. 13

LuxePack Los Angeles
Los Angeles
Through Feb. 13

Northwest Materials Show
Portland, Ore.
Through Feb. 13

Spinexpo Hong Kong
Hong Kong
Through Feb. 13

Feb. 15

Atlanta Shoe Market
Atlanta
Through Feb. 17

Feb. 16

Curate International Collections New York
New York
Through Feb. 18

Designers and Agents NY
New York
Through Feb. 18

Store Point Fashion
Colorado Springs, Colo.
Through Feb. 19

Feb. 17

Brand Assembly New York
New York
Through Feb. 19

Feb. 18

Feel the Yarn London
London
Through Feb. 19

OC Apparel Show
Irvine, Calif.
Through Feb. 19

Asia International Yarn & Fabric Sourcing Show
Bangkok
Through Feb. 20

Coterie New York
New York
Through Feb. 20

EuroCIS
Düsseldorf, Germany
Through Feb. 20

MAGIC New York
New York
Through Feb. 20

Trendz West
Palmetto, Fla.
Through Feb. 20

Feb. 19

Northeast Materials Show
Boston
Through Feb. 20

Woman New York
New York
Through Feb. 21

SURF EXPO
JANUARY 8-10, 2025
ORANGE COUNTY CONVENTION CENTER
WEST CONCOURSE
ORLANDO, FL

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DISCOVER THE LATEST PRODUCTS AND EMERGING TRENDS TO ELEVATE YOUR BUSINESS.

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- BOUTIQUE
- RESORT
- FOOTWEAR
- COASTAL GIFT
- SOUVENIR

WATERSPORTS

- SURF
- PADDLE
- SHORELINE
- SKATE

REGISTER NOW OR AT SURFEXPO.COM



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



Join us in 2025



Feb. 2-4

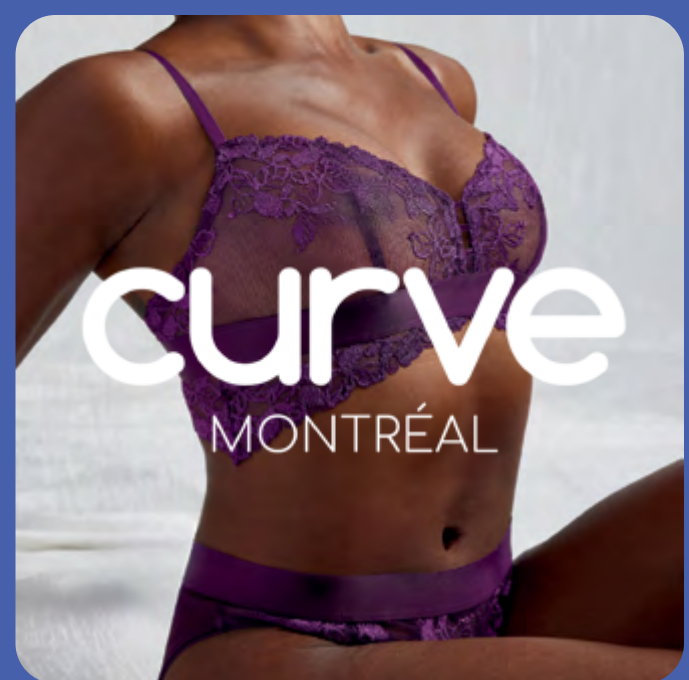


Feb. 23-24



Feb. 26-27

*Interfilière returns to NYC!
The premier sourcing show for
activewear, swimwear and lingerie!*



July 13-14



INTERNATIONAL TRADE-SHOW CALENDAR

Calendar

Continued from page 16

Mercedes-Benz Fashion Week Madrid
Madrid
Through Feb. 23

Feb. 20

London Fashion Week
London
Through Feb. 24

Feb. 22

Milano Fashion & Jewels
Milan
Through Feb. 25

Feb. 23

Curve Los Angeles
Manhattan Beach, Calif.
Through Feb. 24

Milano Micam, Mipel
Milan
Through Feb. 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

Feb. 25

LA Textile @ CMC
Los Angeles
Through Feb. 27

Lineapelle Milan
Milan
Through Feb. 27

Spinexpo Shanghai
Shanghai
Through Feb. 27

Feb. 26

Filo
Milan
Through Feb. 27

Interfilière New York
New York
Through Feb. 27

Feb. 27

White Milano
Milan
Through March 2

March 2

Chicago Collective Women's
Chicago
Through March 4



Come shop with **Fashion Market Northern California—FMNC!** Its 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, and made in the USA, all in a friendly and relaxed atmosphere at the beautifully remodeled Embassy Suites South San Francisco www.fashionmarketnorcal.com

March 3

Travelers Super Show Wilmington
Wilmington, Del.
Through March 4

fASilitate ASI Show
Austin, Texas
Through March 6

Paris Fashion Week powered by The Society
Paris
Through March 11

March 5

Performance Days Functional Fabric Fair
Munich
Through March 6

AAFA Executive Summit
Washington D.C.
Through March 7

Jumble Tokyo
Tokyo
Through March 7

Texhibition Istanbul Fabric and Textile Accessories Fair
Istanbul
Through March 7

March 6

Graphics Pro Expo Irving
Irving, Texas
Through March 8

Curate International Collections Paris
Paris
Through March 9

PLAYTIME

Playtime—The Big Small show—brings together hundreds of children's brands at Playtime Paris Jan. 25–27, 2025 and Playtime New York and Kid's Hub Feb. 9–11, 2025. 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 and Kid's Hub carefully curate 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, 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

Tranoi Women
Paris
Through March 9

March 7

Woman Paris
Paris
Through March 9

Matter and Shape
Paris
Through March 10

Premiere Classe
Paris
Through March 10

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

March 9

Paris Bridal Fair
Paris
Through March 10

The Ohio Show
Dublin, Ohio
Through March 10

Travelers Show Western PA
Pittsburgh
Through March 10

ASD Market Week, SourceDirect at ASD
Las Vegas
Through March 12

National Bridal Market Chicago
Chicago
Through March 12

L.A. Market Week
Los Angeles
Through March 13

March 10

Vegan Fashion Week
Los Angeles
Through March 11

Brand Assembly Los Angeles
Los Angeles
Through March 12

Designers and Agents LA
Los Angeles
Through March 12

LA Kids Market
Los Angeles
Through March 12

March 11

Functional Textiles Shanghai by Performance Days
Shanghai
Through March 12

Product Innovation (PI) Stride USA
Portland, Ore.
Through March 12

CHIC—China International Fashion Fair
Shanghai
Through March 13

Intertextile Shanghai Apparel Fabrics
Shanghai
Through March 13

Yarn Expo Shanghai
Shanghai
Through March 13

March 12

Feel the Yarn Istanbul
Istanbul
Through March 13

Textile Forum London
London
Through March 13

LA Market Week

JAN 13-15
MAR 10-12
JUN 16-18
AUG 4-6
OCT 6-8

2025

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Calendar

Continued from page 18

APLF Leather, Materials+ Hong Kong

Hong Kong
Through March 14

Fashion Access Hong Kong

Hong Kong
Through March 14

JiTAC European Textile Fair

Tokyo
Through March 14

Garment Technology Expo

New Delhi
Through March 15

March 13

Colombo International Yarn & Fabric Show

Colombo, Sri Lanka
Through March 15

Los Angeles Fashion Week powered by The Society

Los Angeles
Through March 16

March 15

Fashion Week El Paseo

Palm Desert, Calif.
Through March 19

March 16

Rome Bridal Week

Rome
Through March 18

March 18

Tranoi Tokyo

Tokyo
Through March 19

Fashion Industry Gallery (FIG) March Apparel & Accessories

Dallas
Through March 21

March 20

Impressions Expo Atlantic City

Atlantic City, N.J.
Through March 22

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. 24–25, 2024 at the San Francisco Hilton Financial and the New York Fabric Show running Jan. 13–14, 2025 at the New Yorker Hotel. www.TheFabricShows.com

Dallas Fashion Week powered by The Society

Dallas
Through March 23

March 23

Bridal Week London-Harrogate

Harrogate, North Yorkshire, U.K.
Through March 25

ILOE Studios Chicago

Rosemont, Ill.
Through March 25

Northstar Fashion Exhibitors

St. Paul, Minn.
Through March 25

March 25

Shoptalk Spring

Las Vegas
Through March 27

Dallas Apparel & Accessories Market

Dallas
Through March 28

Dallas Kidsworld Market

Dallas
Through March 28

Dallas Total Home & Gift Market

Dallas
Through March 28

Milan Fashion Week Women's

Milan
Through April 3

March 26

Fashion Sourcing Expo, Textile Expo Tokyo

Tokyo
Through March 28

Fashion World Tokyo

Tokyo
Through March 28

March 29

ASI Show Fort Worth

Fort Worth, Texas
Through March 31

European Bridal Week

Essen, Germany
Through March 31

April 1

Formal Markets Atlanta

Atlanta
Through April 2

Atlanta Apparel

Atlanta
Through April 4

Spring Atlanta Market

Atlanta
Through April 4



Interfilière comes to New York City! The essential trade show for the Intimates, swimwear, and activewear industries is back! On Feb. 26–27, 2025 at the Metropolitan Pavilion, this two-day event will bring together the most influential brands, designers, mills and suppliers from around the globe. At Interfilière New York discover cutting edge materials, source high quality fabrics & innovative accessories, plus connect with top-tier suppliers. Attendees will gain valuable information on emerging market trends and future innovations, particularly focused on the North American market. For more information, go to: www.interfiliere-newyork.com/en



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April 2

Première Vision Made in France

Paris
Through April 3

April 4

Si Sposaitalia Collezioni

Milan
Through April 6

April 6

Michigan Women's Wear Market

Livonia, Mich.
Through April 7

Fashion Market Northern California

South San Francisco, Calif.
Through April 8

April 8

Product Innovation (PI) Apparel Europe

Milan
Through April 9

Confemaq, Emitex, Simatex

Buenos Aires, Argentina
Through April 10

Trendz

Palm Beach, Fla.
Through April 10

April 9

Feel the Yarn Tokyo

Tokyo
Through April 10

LuxePack Shanghai

Shanghai
Through April 10

April 13

Minneapolis Mart Gift, Home, Apparel & Accessory Show

Minneapolis
Through April 15

April 14

Functional Fabric Fair—powered by Performance Days

Portland, Ore.
Through April 16

April 16

Kingpins Amsterdam

Amsterdam
Through April 17

MAGIC Nashville

Nashville, Tenn.
Through April 17

April 25

Barcelona Bridal Fashion Week

Barcelona, Spain
Through April 27

April 26

Shoppe Object High Point

High Point, N.C.
Through April 30

April 28

fASilitate ASI Show

Daytona, Fla.
Through May 1



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 Levi's, 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 trade shows and special events including LA Market Week, LA Kids Market, LA Textile Show, and Vegan Fashion Week, to name a few. www.californiamarketcenter.com

May 5

Met Gala

New York

Seattle Mart Spring Buying Event

Seattle
Through May 6

May 6

Techtextil North America

Atlanta
Through May 8

Texprocess Americas

Atlanta
Through May 8

May 7

LuxePack New York

New York
Through May 8

IFJAG Charlotte

Charlotte, N.C.
Through May 9

May 12

World Retail Congress

London
Through May 14

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INTERNATIONAL TRADE-SHOW CALENDAR

Calendar

Continued from page 20

Australian Fashion Week
Sydney
Through May 16

May 15
Dychem, Fashion & Assesories, Homtex shows India, Yarnex
Mumbai, India
Through May 17

Fabrics & Accessories Trade Show
Mumbai, India
Through May 17

May 21
Denim Première Vision Milan
Milan
Through May 22

eP Summit Pitti Immagine
Florence, Italy
Through May 22

ABC Kids Expo
Las Vegas
Through May 23

May 22
Intertex Portugal
Porto, Portugal
Through May 25

May 27
Supreme Celebration
Munich
Through May 28

Print4All
Milan
Through May 30

May 29
Miami Swim Week powered by The Society
Miami
Through June 1

May 31
Cabana Miami Beach
Miami Beach, Fla.
Through June 2

SwimShow
Miami Beach, Fla.
Through June 2



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 2025 are Jan. 13-16, March 10-13, June 16-19, Aug. 4-7, and Oct. 6-9. www.newmart.net



Mark your calendar for Jan. 14-15, 2025, when **Première Vision New York** returns to the iconic Tribeca360°. This edition will unveil the highly anticipated Spring/Summer 2026 collections featuring an extraordinary selection of fabrics, accessories, design innovations, leather, and manufacturing excellence. Against the stunning backdrop of New York City's skyline, immerse yourself in the latest trends driven by sustainability and cutting-edge technology. Register at newyork.premierevision.com

June 2
Shoptalk Europe
Barcelona, Spain
Through June 4

FFANY Market Week, New York Shoe Expo
New York
Through June 6

June 3
Atlanta Apparel
Atlanta
Through June 6

June 8
Michigan Women's Wear Market
Livonia, Mich.
Through June 9

Fashion Market Northern California
South San Francisco, Calif.
Through June 10

Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through June 10

June 9
fASIIitate ASI Show
Nashville, Tenn.
Through June 12

June 10
Fashion Industry Gallery (FIG) June Apparel & Accessories
Dallas
Through June 12

Dallas Apparel & Accessories Market
Dallas
Through June 13

June 11
CHIC—China International Fashion Fair
Shenzhen, China
Through June 13

June 15
LA Kids Market
Los Angeles
Through June 18

L.A. Market Week
Los Angeles
Through June 19

June 17
Pitti Immagine Uomo
Florence, Italy
Through June 20

June 18
Outdoor Retailer Summer & Outdoor Design+Innovation
Salt Lake City
Through June 20

Dallas Kidsworld Market
Dallas
Through June 24

Dallas Total Home & Gift Market
Dallas
Through June 24

June 19
Graphics Pro Expo Indianapolis
Indianapolis
Through June 21

June 20
Milan Fashion Week Men's
Milan
Through June 24

June 24
Paris Fashion Week Men
Paris
Through June 29

June 25
Denim and Jeans India
Bengaluru, India
Through June 26

Denim and Jeans Vietnam
Ho Chi Minh City, Vietnam
Through June 26

Pitti Immagine Bimbo
Florence, Italy
Through June 27

Playtime Paris
Paris
Through June 27

June 29
INDX Kidswear
Birmingham, U.K.
Through June 30

Northstar Fashion Exhibitors
St. Paul, Minn.
Through June 30



On the cover: Alexis Monsanto

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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