

European, Asian Economies Continue to Face Hurdles

From slow demand to external fears, the macroeconomic outlook from London to Beijing is challenging.

By SAMANTHA CONTI, with contributions from CASEY HALL and KELLY WETHERILLE

ECONOMY

While these may not be the worst of times for the fashion industry, they've certainly been painful for luxury players and high street retailers alike, with the next six months set to deliver more slow growth and uneven demand. ¶ Most of Europe's big-name brands – from Burberry to Hermès – have been witnessing a slowdown in demand, while upscale retailers are being forced to move faster and embrace omnichannel ever more as footfall wanes.

A hosile macroeconomic environment – marked by stock-market and oil-price volatility, low interest rates and inflation, the deterioration of Hong Kong as a shopping hot spot for big spenders and fears of fresh terrorist attacks in Europe – have dented demand for luxury goods and spooked the big brands that were reliant for years on tourist flows.

In March, Chinese tax-free shopping spending turned negative, falling 24 percent year-on-year. It followed a period of slow growth for the first two months of 2016 and an overall increase of 58 percent in 2015, according to Global Blue, the tax-free shopping agency.

The decline was due to several factors, including the new and more difficult Schengen biometric visa demands and terrorist attacks in Europe over the past six months.

At the lower end of the market, consumers continue to scour for bargains – mostly online – and shun the bricks-and-mortar flagships that cost a fortune to build and come with expensive leases.

"People are saying, 'That's alright, but I can get it cheaper online,'" said George Wallace, chief executive officer of MHE Retail, a London-based consultancy. "That is a big change in the culture. People don't say, 'I'll go to such-and-such store because I always go there or I've been there before.' They'll rather coldly assess [where they make their purchase] to all of those issues."

In the U.K., where citizens are preparing to go to the polls in June to decide whether they want Britain to remain in the European Union – bringing even more uncertainty into the marketplace – April retail sales fell at their fastest pace since January 2012.

According to the Confederation of British Industry, a "modest rise" in sales is expected in May.

"However, with margins remaining tight within the sector, retailers will continue to operate in a fiercely competitive environment for some time," said Rain Newton-Smith, CBI's director of economics.

Harsha Wickremasinghe, an associate at

Livingstone Partners, the international M&A and debt advisory firm, said in the U.K. consumers will continue to be driven toward value, but "they also want regularly refreshed products."

Wickremasinghe said retailers will also have to work harder to ensure they get their allocation of household disposable income, against a backdrop of continued deflation in the sector. "They have to fight for every element of household spend," he said.

According to Euromonitor International, the



global luxury goods industry in 2016 is set to rise "only slowly, with top-line growth remaining disappointing."

The market research firm said the industry faces mounting risks this year with slowdowns in key emerging markets.

"At the same time, luxury brands and retailers will continue to seek ways to expand their portfolios, driving up investment in 'luxury experiences' and 'lifestyle branding,' as well as harnessing social media and tapping into the psyche of the new digital consumer," it said.

In a separate report on the apparel and footwear industries in 2016, Euromonitor said despite early signs of financial recovery, consumers in highly developed markets are still cautious and pre-crisis purchasing power levels have not been recovered yet.

It added that fast-fashion brands are having to find new manufacturing bases because the stronger dollar is putting heavy pressure on profit margins.

"Giants like H&M, which sources up to 80 percent of its portfolio from Southeast Asian production hubs, has suffered in a greater extent with the strengthening of the greenback," said Euromonitor.

It said sportswear remains the best-performing segment within the apparel and footwear industry, generating almost a quarter of total value in 2015.



"[Retailers] have to fight for every element of household spend."

Harsha Wickremasinghe,
Livingstone Partners

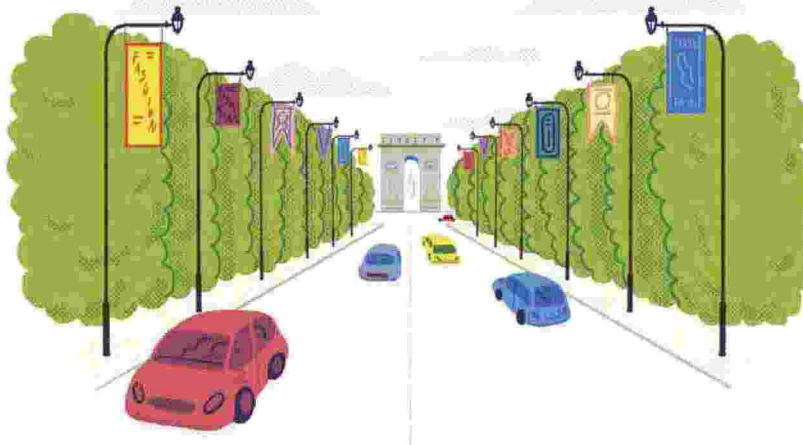
Not everyone, however, believes that the year – at least from a macroeconomic point of view – will be a gloomy one. UBS said in a recent report it remained "constructive" about the outlook for the world economy.

The bank is forecasting global growth to be 2.9 percent in 2016 followed by 3.3 percent in 2017. That follows growth of 3.1 percent in 2015.

UBS pinned its optimism on an upturn in leading indicators of economic activity, including manufacturing purchasing manager indices.

"Further positives include recent evidence showing stronger G3 capital goods orders and sturdier manufacturing new orders also in the G3, along with restrained inflation," UBS said. "Real global trade is also holding up with trade in goods and services hitting a record high as a share of global GDP."

Though China's gross domestic product is growing at its slowest pace in 25 years, registering ▶



PARIS

The Adjustment Bureau

With a slightly improved outlook for the second half, Paris trade show organizers tweak strategies to meet buyers' and brands' needs.

By LAURE GUILBAULT

There's movement in Paris shows with new fairs appearing on the horizon, and changes of locations or dates for existing ones.

Première Vision Paris will inaugurate its Blossom Première Vision fair dedicated to pre-collections; lingerie fair Mode City will move to Lyon, and Who's Next will take over a Paris street in June for a consumer event in a bid to reinvent itself.

They'll take place in a persistently challenging economic climate. But Parisians remain steadfast that the mood will slowly improve, and trade show organizers aim to maintain attendance.

The French Fashion Institute is forecasting a rise of 0.7 percent in apparel sales for 2016 after a 0.1 percent dip in 2015. Gildas Minville, head of the IMF, cited factors such as low interest rates, the weak euro and low oil prices as positives, also noting that the forecast excludes the risk – which is still considered high – of new terror attacks.

Organizers of the Première Vision Paris trade fair will launch Blossom Première Vision on July 6 and 7 at the Palais Brongniart in Paris.

"It's to answer a demand from luxury brands for their pre-collections," said Gilles Lasbordes,



"Without the impact of the terror attacks, 2015 would have been the year of return to growth."

Gilles Lasbordes, Première Vision

PV's executive director.

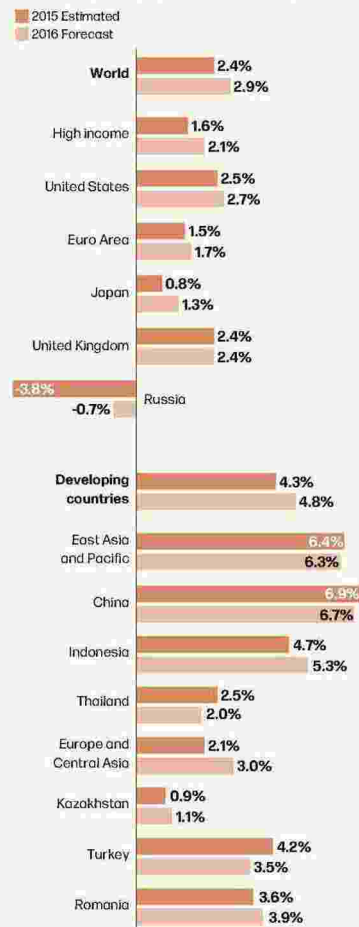
About 60 exhibitors are expected to participate in the event, including lace-maker Sophie Hallette. A second edition of the Blossom show is to follow on Dec. 13 and 14.

For Première Vision, which runs Sept. 13 to 15, Lasbordes is forecasting the number of visitors to be "at least on par" with last year. Première Vision Paris – including Première Vision Yarns, Fabrics, Leather, Designs, Accessories and Manufacturing – drew 61,664 visitors last September, down 1 percent compared with September 2014.

"Without the impact of the terror attacks, 2015 would have been the year of return to growth," he said.

PV plans to reveal during its September edition the first results of a new tool – a barometer ▶

Global Real GDP Growth



Source: World Bank

6.7 percent growth in the first quarter of 2016, the apparel and textile industry is generally more concerned with other gauges of economic activity.

CHIC Shanghai organizer Chen Dapeng, executive vice president of the China National Garment Association, said the continued double-digit growth of China's retail sales, which grew 10.7 percent in 2015, was a more important factor for these consumer-focused industries. Another positive is the continued growth of the middle class of China, which according to Chen, will continue to propel growth for the medium-term.

One of the biggest economic trends in Japan continues to be the steady rise of international tourists. Many of these tourists head to Japan specifically for shopping trips, giving a boost to the retail sector and the economy in general. Last year, the number of foreign visitors to Japan totaled nearly 20 million, an increase of over 47 percent on the previous year. In the first three months of 2016 the numbers have continued to rise, with over 2 million visitors coming in March, 31.7 percent more than the same month in 2015.

Last year, the weak yen helped make it easier for overseas buyers to order products from Japanese companies, but recently the yen has begun to strengthen, which may signal that growth could slow in the future. However, some analysts don't see this to be the case.

"Some equity market observers were probably concerned that yen appreciation from January through February would dent inbound demand. However, we have yet to see any slowdown in visitor numbers," research analyst Masaharu Hirokane wrote in a report published by Nomura on March 16.

Hirokane wrote that Korean tourists are considered to be the most sensitive to a stronger yen, and yet the numbers of Korean visitors to Japan continue to rise. He expects the number of overall international visitors to Japan to grow 22 percent year-on-year in 2016 to 24.07 million, with the number of Chinese visitors up 41 percent to 7.04 million.

"We think that increased flights by major airlines and the rise in the number of low-cost carriers and cruise ships serving Japan will stimulate demand," Hirokane wrote. ■

IN FOCUS

focusing on the economy of raw materials, done in collaboration with IFM – which will be available to its exhibitors and visitors.

Meanwhile, Sourcing Connection, an annual show dedicated to the sourcing of raw materials that launched in September, is slated to run Sept. 12 to 14 at Paris Event Center, in the northern part of the city.

Trade show giant Eurovet will move its July editions of the Mode City intimates and Interfilière textile trade fairs from Paris to Lyon, France, as reported. It's scheduled for July 9 to 11 at Lyon Eurexpo exhibition center. Organizers cited an overlap with the UEFA Euro 2016 finals, scheduled for July 10 in Paris, causing logistical constraints for the fairs because of the soccer event.

"Lyon boasts a wide hotel offer," said Taya de Reyniès, lingerie and swimwear division director at Eurovet, who expects a stable attendance, despite the move.

Mode City had around 14,000 visitors in 2015, including around 72 percent foreigners. The edition will feature a 1,000 square-foot area dedicated to sportswear.

"The segment is a growth driver for lingerie brands and sports stores," said de Reyniès, adding that it will involve sports bras, leggings and lingerie.

It will also create an "inspiration trail" in Lyon that will include a visit to the city's Musée des Tissus et des Arts décoratifs. The designers behind Luli Fama, Lourdes Hanimian and Augusto Hanimian earned Mode City's "designer of the year" honors, while Brugnoli is Interfilière's designer of the year.

The Who's Next fair plans to take over Rue Volta in Paris' third arrondissement from June 15 to July 2 for a consumer event dubbed Volta by Who's Next, where designers who are partners of Who's Next will host workshops. "We have to create side events. If we don't come up with a more global offer, our job is going to die," said Xavier Clergerie, cofounder of Who's Next and Première Classe.

Who's Next has also started a partnership with the Silmo eyewear fair in Paris, where it is to host 20 eyewear exhibitors, and vice versa (20 from Who's Next are slated to go to Silmo), and also to introduce a "No Gender" area. In September, the show attracted 41,198 visitors – up 12 percent from the previous year, when the fair was held in July. Around 1,600 brands have signed up for Who's Next and Première Classe, from Sept. 2 to 5 at the Porte de Versailles.

The major refurbishment of the Porte de Versailles site is expected to be complete by 2024. The seven halls are being renovated by big names in the world of architecture, including Jean Nouvel and Valode & Pistre.

Richard Martin, artistic director and deputy director of jewelry and watch show Bijorhca Paris, expects around 400 exhibiting brands. The fair is slated to coincide with Who's Next, also at the Porte de Versailles, and Martin hopes will equal last year's attendance of 13,447 visitors. In September, it will regroup designer brands and more fashion-forward labels under the "Premium" area, which will have 50 to 60 resources.

"We see that buyers are reluctant to buy designer brands," Martin said, aiming to draw business for both categories.

Tranoï Paris Men's, Women's Pre-collections and Parfums are slated for June 25 to 27 on two sites, Cité de la Mode et du Design and Palais de la Bourse.

The new name, which replaces Tranoï Homme and Preview, is to reflect a goal to become more international, organizers said. ■



ITALY

Turning The Corner

Italian fairs are showing gains in exhibitors and buyers – a sign that business is recovering.

By LUCIE JANIK

Maybe it's not exactly a recovery yet, but Italian trade-show organizers anticipate a positive second half of 2016.

While exhibitors were hopeful about business outside Italy, the domestic market is still rebounding slowly.

"The market is in a strong evolution, demonstrated by the choices of some major fashion houses to change the production rates and the terms and timing of presentations," said Milano Unica president Ercole Botto Poala.

He said the textile fair's most recent edition in February recorded fewer Chinese visitors because it coincided with Chinese New Year, but the number of exhibitors was up 10 percent compared to March 2015. European firms' presence grew, led

by Portugal (up 33 percent), the Netherlands (up 30 percent) and the U.K. (up 27 percent).

Botto Poala hinted that the 23rd edition of Milano Unica, slated for Sept. 6 to 8, would not be comparable to previous editions because for the first time, it would overlap with biannual footwear show Micam for one day and will gain traffic.

Leather-goods fair Mipel will also run concurrently with Milano Unica and Micam.

Organizers of leather fair Lineapelle shifted the show to Sept. 20 to 22 to avoid risking low attendance of American buyers, since the previous dates coincided with New York Fashion Week.

"This way, Lineapelle can meet the exhibitors' needs as efficiently as possible," said Fulvia Bacchi, ceo of Lineapelle SpA. The fair returns to the Fiera Milano Rho fairgrounds and coincides with women's Milan Fashion Week, Sept. 21 to 27.

Annarita Pilotti, president of Micam, also noted a surprising 13 percent jump in attendance from Russia at the February edition, as well as a strong turnout of buyers from Spain, Germany and France.

"Finally, we also saw a return of Italian customers, which had suffered a major decline in recent years," she said. "The satisfaction of the companies that took part in the exhibition was tangible and we like to think that the vitality we have seen is the first confirmation of a 2016 that we hope will mark a recovery."

Massimiliano Bizzi, president of White, said, "We have a continuous demand for access by international brands and a consistent increase in the number of buyers and visitors from around the world."

The fair's latest edition in February registered 500 exhibitors, 21,150 visitors and an increase of 15 percent in international buyers. White's next women's edition is Sept. 24 to 26.

Simona Greco, exhibition manager of biannual prêt-à-porter show Mipap and annual bridal show SI Sposaitalia, said the gradual recovery of the production sectors would be a strong starting point for trade shows this year. The upcoming edition of Sposaitalia, May 20 to 23, will feature a new layout and buyers' meeting area "Town in Flowers" in the exhibition center.

The fair has also teamed up with the Italian Trade Agency to reinforce the show's presence in global markets and draw more international buyers.

Cirillo Marcolin, president of eyewear fair Mido, said the solid recovery of exports seemed to be supported by euro zone markets. "The first available data for 2016 signals a slight slowdown for the sector domestically and a confirmed growth of exports," he said. Mido saw record attendance of more than 52,000 visitors at its February edition, up 7 percent over 2015, and 106 new exhibitors.

"Despite the market, this edition has recorded a nice growth," noted Matteo Marzotto, president of Vicenzaoro organizer Fiera di Vicenza. He added, however, it's too early to speak of a recovery. "Honestly, I don't see it, as many problems, like oil prices, terrorism and the Central European immigrant crisis won't be fixed in the next few months."

Marzotto said China is still one of the most important markets, but that Iran became interesting after the end of international economic sanctions. He said show organizers were fine-tuning details, like the layout and Wi-Fi connection for the next edition, Sept. 3 to 7.

Pitti Uomo's next show at the Fortezza da Basso in Florence, June 14 to 17, is banking on a lineup of international designers.

"We expect probably the strongest edition ever, because the men's wear sector is performing well, and we have many events lined up," said ▶

Raffaello Napoleone, ceo of organizing body Pitti Immagine.

Raf Simons will unveil his namesake men's spring collection as part of "Florence Calling: Raf Simons," while Gosha Rubchinskiy is men's wear guest designer. Fausto Puglisi will make his men's wear debut with a capsule collection; Japanese label Visvim will host a performance to showcase its new men's line, and Lucio Vanotti, who made his runway debut in Milan in January, will show his collection. ■

GERMANY

Bucking The Trend

Organizers say exhibitions help navigate tough times.

By MELISSA DRIER

Despite the many challenges buffeting the apparel manufacturing and retail sectors at home and abroad, Germany's fair organizers are gearing up for a solid second-half trade show season.

When the season kicks off in Berlin on June 27, the German capital will again be hosting 10 trade fairs, the largest concentration of such activity in Europe.

At the same time, Mercedes-Benz Fashion Week Berlin will be staging runway shows and presentations of domestic and international designers and brands, adding up to a something-for-everyone scenario. Yet Berlin's strength is split between variety on the one hand and specialization on the other, offering divergent platforms packed with information and merchandise, and geared to focused target groups, mind-sets and style orientations.

Some shows are already (or almost) booked up, while others are in the midst of acquisition but forecasting exhibitor growth.

But challenges persist. It's precisely in hard times, some suggest, that trade show platforms gain in standing. For the small, handcrafted brands that populate the men's denim-heritage show Selvege Run, a trade show "can be a question of life and death. They don't have the money for classic marketing" to otherwise get their product noticed by buyers, observed the show's cofounder and owner, Andreas Becker.

"There's an incredible amount in flux and more questions than answers out there," said Jörg Wichmann, director of Panorama, touting the increasing importance of fairs. Geared to larger-scale players, Wichmann sees structure, as well as presenting a clear, relevant overview of the market's massive offer, as Panorama's primary role.

To do so, the show is introducing new classifications this season, like plus-size women's wear, sharpening the profile of existing segments and frequently remixing or reorienting clusters such as best-ager (people over 50) collections into a younger, more cosmopolitan, lifestyle-driven sector by adding yoga and home accessories.

Panorama is also expanding the show's Nova hall featuring apparel and non-fashion products to create "worlds of experience" to help retailers inspire the end-consumer to spend more time in and more frequently visit their stores.

Though overall economic conditions continue to be favorable in Germany and consumers remain in the mood to buy, many apparel retailers aren't reaping the benefits. As elsewhere, retailers are fighting declining footfall, changing consumer spending habits, uncooperative weather patterns and a flood of similar merchandise.

"It's not a good time for most large-scale retailers and they'll be buying cautiously," said Jürgen Dax, director of the German Apparel Retailers Federation. "But online and small- to midsized stores have seen sales increases."

"The economic data is presumably OK and the money is there," Dax continued. "But the willingness of consumers to buy fashion has changed," with many preferring to spend on experiences like gastronomy, travel or culture.

The digital revolution certainly has and continues to move the fashion market, which is why Premium Exhibitions is not only again integrating, but expanding the subconference #FashionTech (within Re:Publica) to two days and two floors during Premium's three-day run June 28 to 30.

"While we show collections and brands at our shows [Premium, Seek and Bright] we also present services, devices and information via #Fashion Tech. Berlin is the innovation hub in Europe," said Anita Tillmann, founder and director of Premium.

New at Premium this season: the more avant-garde Dissonance section is becoming [PE:PI] Studio, inspired by Korean pop culture and featuring a new wave of Korean designers.

Berlin is also the only trade show hub to fully integrate sustainable fashion into its fashion week activities. Going into its 10th season and fifth year, the Green Showroom and Ethical Fashion show platform grew to 127 brands in January from 36 brands, with new names such as Knowledge Cotton apparel, Daily's Nothing's Better, Dedicated and El Naturalista joining the June lineup. The green shows also serve as a communications forum and will host a full-day lecture series on "Responsible Management of Supply Chains - Social Compliance and Chemical Input."

Reflecting the current dialogue concerning consumer-oriented fashion events and seasonal timing, the contemporary trade fair Show & Order, which opens the season June 27, will host consumers from 7 to 11 p.m. on June 28. The show's

accessories and jewelry exhibitors will present their latest collections and a trend preview directly to consumers, who in turn will be able to purchase exclusive items and get a behind-the-scenes view of a fashion fair, Show & Order founder Verena Malta noted.

The most anticipated fair event this season, though now on a B2C track, is Zalando's first Bread & Butter show for consumers. Scheduled for Sept. 2 to 4 at The Arena (also home to Seek and Bright), the platform will feature 20 to 30 men's and women's brands and their fall collections "that are all somehow involved with Zalando," said Ingrid Kritscher, director of experiential brand marketing at Zalando, Europe's largest fashion and footwear specialty e-tailer, which bought Bread and Butter last year.

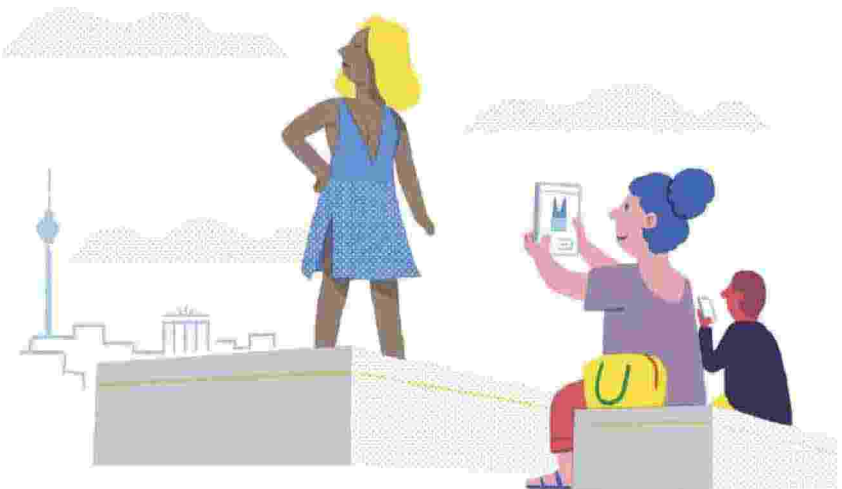
Intended as a platform "where consumers can interact with their favorite brands," the labels will be invited to "create a live experience that's an inspirational and aspirational product experience," Kritscher explained.

The two Arena halls will house fashion shows and exhibitions during the day, with concerts planned at night, plus a huge outdoor area including a food-stall market and bathing ship on the adjacent river bank. The motto for Bread & Butter is "Now," as "ideally the consumer can buy what's on the catwalk now," Kritscher said. "We're trying to bring what we do online, offline."

Germany's fair activity is not limited to Berlin, with more regionally oriented ordering events and platforms being staged in Munich and Düsseldorf. Nor is apparel and fashion the only focus. Munich Fabric Start and its pre-show View have grown from predominately local textile sourcing events to an important seasonal kick-off not only for Germany and its neighboring markets, but a steadily growing number of international apparel brands.

The next edition of Munich Fabric Start, running Aug. 30 to Sept. 1, will feature about 1,200 collections, according to co-owner and director Sebastian Klinder.

The denim-oriented Blue Zone will be relaunched in the coming season, and under the heading The Key, aspects of ecological fabric production, as well as new industrial technology, innovative new fibers and machines will take center stage. ■



IN FOCUS

ASIA

Asian Fairs Press On Despite China Angst

Organizers are dealing with the softer Chinese economy by attracting international visitors and stressing the full supply chain and evolving technologies.

By CASEY HALL and KELLY WETHERILLE

While there's a cloud of economic uncertainty, trade fair organizers in China and Japan are forging ahead in the hopes of capturing more international buyers and attention.

Wendy Wen, senior general manager of Intertextile Shanghai apparel fabric fair organizer Messe Frankfurt Ltd., said she doesn't think the weakening of the Chinese economy will have an impact on domestic textile fairs in the foreseeable future.

"While there has been much talk recently about the economic position of China, we haven't seen the situation have an adverse effect on our textile fairs in China," she said, pointing to a 20 percent increase in exhibitors at the March fair and a 14 percent increase in buyers, who came from more than 100 countries.

"This in itself shows the textile industry at least is still optimistic about China, but anecdotally as well, there was reason for optimism," Wen added. "Many exhibitors spoke of their target markets being the midrange and high-end, which weren't slowing down, and that their existing clients were all still placing orders, not to mention the fair was still a good place to meet new clients."

Chen Dapeng, executive vice president of the China National Garment Association, organizers of CHIC, Shanghai's twice-yearly apparel trade shows, said, "Of course, we are concerned about this decline, but at the same time, it gives us the chance to upgrade our industry. Chinese companies improve and invest in their product: high-quality, perfect-cut and innovative creations. Of course, only the best brands will survive, but there are many in China."

He said, "Concerning the fashion and textile trade fairs, I am sure these platforms are an essential instrument. Trade shows offer the unique possibility to see the whole fashion business in one place at one time. During CHIC, the complete fashion chain – from support services to trade to brands and designers – is present."

A focus on the mid- to high-end of the apparel and textile markets is a trend across the board, as Chinese companies continue their move up the manufacturing value chain. According to Wen, a focus on technology will also be key for future success.

"We [are looking] to bring the latest hot trend in the industry to the already comprehensive range of products and information available at the fair. The fair's fringe program will expand to include digital printing topics to provide knowledge and resources to the industry, as well as opportunities for companies in this sector to increase their brand awareness," she said.

Meanwhile, Fashion World Tokyo, Japan's largest fashion trade show, has been steadily growing

and becoming more international. Its most recent fair in early April counted Aquascutum, Kate Spade, Cole Haan and Ralph Lauren among its exhibitors.

Fashion World Tokyo's organizers are also making efforts to draw more visitors from outside of Japan, according to Miki Oba, who handles the fair's international promotion. The number of international tourists to Japan continues to rise, giving the economy and retail sector a welcome boost. According to preliminary figures compiled by the Japan National Tourism Organization, the number of foreign visitors to Japan grew 31.7 percent year-on-year in March, to more than 2 million.

"We are focusing on attracting visitors from Asia," Oba said, "because in the previous April edition, we received a lot of inquiries from Japanese exhibitors to meet more international visitors. So we will try and we will figure out how to do it."

In the most recent April edition, Fashion World Tokyo saw 596 exhibitors, including 266 from 28 countries outside of Japan. This was up from 381 exhibitors a year earlier. Visitors in April surpassed 22,000, up from 16,000 the previous year. Oba anticipates these numbers will grow further in October, with the percentage of visitors from outside Japan also expected to rise.

Looking ahead, Fashion World Tokyo might see its competition among Japanese fairs start to increase. Japan's longest running fashion trade show, JFW-International Fashion Fair, has teamed up with Magic to launch IFF Magic Japan, with the first event slated to take place in April 2017. The show will have a new look and feel, with "new brands laid out in easy-to-navigate fashion neighborhoods." ■



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Wendy Wen, Messe Frankfurt Ltd.



LONDON

London's Expansion Strategy

Men's wear, unisex clothing and lifestyle sections are among the most popular new categories at trade events.

By NATALIE THEODOSI

British trade show organizers are seeking to remain relevant, given the changes taking place in the industry, by adding new categories.

Unisex and lifestyle sections are two of the most frequent additions among the shows.

Acknowledging the tough trading conditions – with start-up brands flooding the market and the need for digital innovation – organizers expressed a positive outlook for the upcoming summer shows, expecting that the added features will draw new labels and international buyers.

Pure London said it would continue to develop its men's wear category, following a successful launch last season.

"Women's wear is always a key area for us, but as we have grown and expanded into new areas – men's wear, in this instance – our international attendance has increased across the board," said portfolio director Julie Conway.

London Edge, which primarily exhibits street-wear brands inspired by youth culture, will continue to promote a "Gaming & Pop" section featuring merchandise inspired by video games and pop culture, as well as another section dedicated to brands that are solely "Made in the U.K."

"There's definite increasing interest in the 'Made in Britain' concept, as well as the gaming category of merchandise," said Carole Hunter, London Edge's managing director. "Interestingly, the 'genderless' concept is unquestionably also creeping into the show. I expect to see more of this within the collections we carry."

Scoop London is also creating a unisex area aimed at responding to exhibitors' needs.

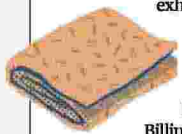
"Creating a new category of [genderless] or unisex clothing creates new opportunities within the industry that can only be beneficial. As with all trends, this could change, but we are now showcasing this sector as many of our exhibitors have created agender collections," said Karen Radley, managing director and founder at Scoop London.

Bubble is tapping into children's wear by introducing Bubble Bump in the upcoming June show. The show's director, Lindsay Hoyes, explained the unisex trend is particularly relevant in the category.

Hoyes added that by introducing maternity and nursery brands, the show is widening its appeal, "rather than only targeting boutiques whose offer is exclusively fashion-based."

Some of the upcoming shows will also be adding educational elements to their programs. London Edge will introduce a series of seminars, while Pure London is launching a "retail solutions" section. Conway said the feature "will help attendees improve the running of their business, both online and offline."

Shows including Pure and Scoop will be ►



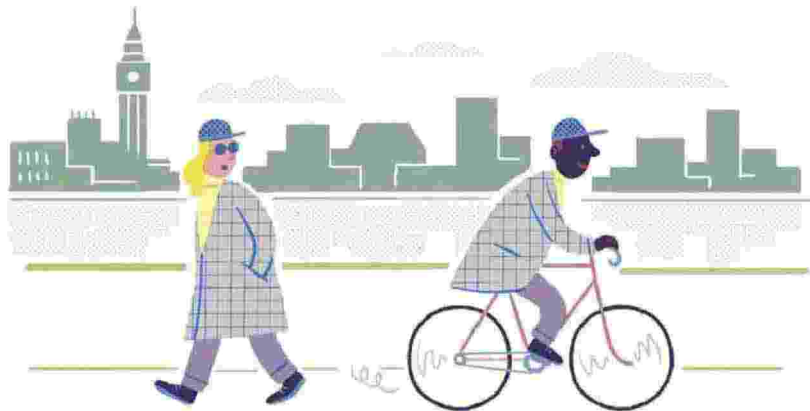
exhibiting at new venues. Scoop is taking a hiatus from showing at its regular space in the Saatchi gallery, which has been taken over by the Rolling Stones exhibition, and moving to the Old Billingsgate Market.

Pure London is returning to Islington's Business Design Centre that will offer increased exhibition space, 80 percent of which has been booked.

The men's wear showcase Jacket Required will continue to show in east London, but has been working alongside the Danish design company Ziito to introduce modern furniture that maximizes the space.

As the industry reshapes the catwalk model in an attempt to target consumers directly, trade show organizers have highlighted their advantageous position, having already been embracing this model.

"London Edge has always been a fast-response and short-order kind of show," said Conway. "It's a key aspect of what makes it effective." ■



Calendar

JULY

2-4 Playtime Paris, Parc Floral de Paris Placidor Sorl
 ☎ +33-1-43-72-75-37
 ■ hello@playtimeparis.com
 ■ playtimeparis.com

3-7 Haute Couture Week, Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode, 100/102 Rue du Faubourg Saint-Honoré, Paris
 ☎ +33-1-42-66-64-44
 ■ info@modeparis.com
 ■ modeparis.com

4-7 Hong Kong Fashion Week, Hong Kong Convention & Exhibition Center, 1 Expo Drive, Hong Kong
 ☎ +852-2240-4323/4117
 ■ exhibitions@hktdc.org
 ■ http://hktdc.com/foir/hk-fashionweekss-en/
 HKTDC-Hong-Kong-Fashion-Week-for-Spring-Summer.html

5-6 View Premium Selection by Munich Fabric Start, MVG Museum, 20 Ständerstraße, Munich, Germany
 ☎ +49-89-4522-47-0
 ■ info@munichfabricstart.com
 ■ munichfabricstart.com
 ■ ispa.com

7-9 Intertextile Pavilion Shenzhen, Shenzhen Convention and Exhibition Center, Shenzhen, China
 ☎ +852-2238-9954
 ■ textile@hongkongmessefrankfurt.com
 ■ intertextile-pavilion-shenzhen.hkmessefrankfurt.com

8-11 Altaroma, Via dell'Unità, 46, Rome
 ☎ +39-06-678-1313
 ■ altaroma@altaroma.it
 ■ altaroma.it

9-11 Gift HQ, Brisbane Convention & Exhibition Centre, South Bank, Brisbane
 ☎ +61-2-9452-7575
 ■ info@fairevents.com.au
 ■ giftfairevents.com.au/
 Queensland

9-11 Interfilière, Eurexpo Lyon, Parc des Expositions, Avenue Louis Blériot, Chossieu
 ☎ +33-1-47-56-32-84
 ■ Ineree@eurovet.fr
 ■ interfiliere.com

9-11 Mode City, Le Salon de la Lingerie et du Swimwear, Eurexpo Lyon Hall 5 and 6, Parc des Expositions, Avenue Louis Blériot, Chossieu
 ☎ +33(0)1-47-56-32-22
 ■ mblandin@eurovet.fr
 ■ lingerie-swimwear-paris.com

10-11 Modefabrik, Amsterdam, Amsterdam RAI, 8 Europoort, Amsterdam, The Netherlands
 ☎ +31-20-4421-960
 ■ office@modefabrik.nl
 ■ modefabrik.nl

10-12 Man New York, Artbeam, 540 West 21 Street, New York
 ☎ +33-9-67-42-01-41
 ■ justin@man-woman.co
 ■ man-woman.co

19-20 Première Vision New York, Pier 94, New York
 ☎ +646-351-1942
 ■ Lianglouis@premierevision.com

■ premierevision-newyork.com

20-21 Online Retailer 2016, Royal Hall Of Industries & Hordern Pavilion, 1 Driver Avenue, Moore Park, Sydney
 ☎ +61-2-9422-2522
 ■ olrice.kuepper@reedexhibitions.com.au
 ■ onlinetailer.com

21-24 China Wedding Expo, Shanghai World Exhibition & Convention Center, 1099 Guozhan Road, Shanghai
 ☎ +86-21-6279-2828
 ■ chinawedding@siaccopit.com
 ■ www.chinaweddingexpo.com.cn

22-24 CPD - Collection Premiere Düsseldorf, Düsseldorf, Germany
 ☎ +49-211-54-55-58-19
 ■ info@fashion-net-duesseldorf.de
 ■ fashion-net-duesseldorf.de

22-25 Gallery, Areal Bohler, 321 Hansaallee, Düsseldorf, Germany
 ☎ +49-211-43-96-01
 ■ info@gigedo.com
 ■ gallery-duesseldorf.com

23-25 Mare d'Amare, Fortezza da Basso, Viale Strozz, 1, Florence
 ☎ +39-055-70-39-75
 ■ buyer@maredamare.eu
 ■ maredamare.eu

23-25 Supreme Düsseldorf, B1, 1 Bennigsen Platz, Düsseldorf, Germany
 ☎ +49-89-4204-479-0
 ■ info@munichfashioncompany.com
 ■ munichfashioncompany.com

24-25 Red Carpet, Areal Bohler, 321 Hansaallee, Düsseldorf, Germany
 ☎ +49-89-4204-479-0
 ■ info@gigedo.com
 ■ igedo.com

24-26 Pure London, Grand Hall, Olympia Exhibition Center, Hammersmith Road, W14 8UX, London
 ☎ +44-203-033-2015
 ■ sarahlawrence@icloud.com
 ■ purelondon.com

25-26 GDS Trade Fair, Messe Düsseldorf, B1 Stockumer Kirchstraße, Düsseldorf, Germany
 ☎ +49-211-4560-7606
 ■ gds@messe-duesseldorf.de
 ■ gds-online.com

27-28 Jacket Required, The Old Truman Brewery, Hanbury Street, E1 6QL, London
 ☎ +02-03-77-38-650
 ■ alice@jacket-required.com
 ■ jacket-required.com

30-1 Innatex, Messecenter Rhein-Main, 5-7 Robert-Bosch-Straße, Hofheim (Waldau), Germany
 ☎ +49-69-6300-920
 ■ info@muveo.de
 ■ innatex.muveo.de

31 Aug 2 Playtime New York, Metropolitan Pavilion, New York, Placidor Inc.
 ☎ 212-563-7301
 ■ hello@playtime-newyork.com
 ■ playtimenewyork.com

AUGUST

4-7 Life Instyle & Kids Instyle, Royal Exhibition Building, 9 Nicholson Street, Carlton Gardens, Melbourne
 ☎ +61-2-94-2286-86
 ■ info@lifeinstyle.com.au
 ■ lifeinstyle.com.au

6-9 Supreme München, MITC world of fashion, 45 Tauernstraße, Munich, Germany
 ☎ +49-89-4204-479-0
 ■ info@munichfashioncompany.com
 ■ munichfashioncompany.com

6-9 Premium Order, MOC, 40 Lilienthalallee, Munich, Germany
 ☎ +49-30-6290-850
 ■ info@premium-exhibitions.com
 ■ premiumexhibitions.de

6-10 Melbourne 2016 Home & Giving Fair, Melbourne Convention & Exhibition Centre, 2 Clarendon Street, South Wharf, Melbourne and Melbourne Showgrounds, Langs Road, Ascot Vale, Melbourne
 ☎ +61-2-9763-3222
 ■ contact@agha.com.au
 ■ homeandgiving.com

7-9 Moda National Exhibition Center, North Avenue, B40 INT, Birmingham, UK
 ☎ +44-14-84-84-6069
 ■ nicole.yates@moda-uk.co.uk
 ■ moda-uk.co.uk

10-12 Copenhagen Fashion Week, Danish Fashion Institute, Frederiksholms Kanal 30, Copenhagen
 ☎ +45-33-18-65-65
 ■ info@copenhagen-fashionweek.com
 ■ copenhagenfashionweek.com

10-12 Revolver Copenhagen International Fashion Trade Show, Øksnehallen 11, Copenhagen
 ☎ +45-3964-8586
 ■ clara@revolver.dk
 ■ revolver.dk

10-12 CIFF (Copenhagen International Fashion Fair), Bella Center Copenhagen Center, Boulevard 5, Copenhagen
 ☎ +45-3252-8871
 ■ beo@bellacenter.dk
 ■ ciff.dk

10-12 CIFF RAVEN, Bella Center Copenhagen, Center Boulevard 5, Copenhagen

☎ +45-32-52-88-11
 ■ visit@ciff.dk
 ■ ciff.dk

10-12 CIFF KIDS Forum, Copenhagen, Julius Thomsens Plads 1, Frederiksberg C.
 ☎ +45-32-52-88-11
 ■ ciffkids@bellacenter.dk
 ■ ciff.dk

20-21 Beauty Expo Australia, Sydney Exhibition Centre @ Glebe Island, 41 James Craig Road, Rozelle, Sydney
 ☎ +61-2-9211-7544
 ■ beauty@infosolons.com.au
 ■ beautyexpoaustralia.com.au

22-28 New Zealand Exhibition Center/Winter 2017, ANZ Viaduct Events Centre, 161 Halsey Street, Auckland
 ☎ +64-9-377-8033
 ■ office@nzfashionweek.com
 ■ nzfashionweek.com

23-25 Playtime Tokyo, Belle Salle Shibuya Garden, 16-17 Nanpeidai-cho, Shibuya-ku, Tokyo
 ■ contact@playtimetokyo.com
 ■ playtimetokyo.com/en

25-27 International Synthetic Leather Fair, Wenzhou International Convention & Exhibition Center, 1 East Jangbin Road, Wenzhou
 ☎ +86-577-8890-2904
 ■ market@donnor.com
 ■ china-leatherfair.com

27-29 JAA International Jewelry Fair Sydney, Sydney Exhibition Centre @ Glebe Island, 41 James Craig Road, Rozelle, Sydney
 ☎ +61-2-94-5275-81
 ■ info@jewelleryfair.com.au
 ■ jewelryfair.com.au/Sydney

28-29 Frontline Australian Buying Event, Melbourne Convention

and Exhibition Centre, 2 Clarendon Street, South Wharf, Melbourne
 ☎ +61-3-98-8857-66
 📧 kylie@frontlinestores.com.au 🌐 fobevent.com.au

28-30 NZ Spring Gift & Homeware Fair, ASB Showgrounds, 217 Greenlane Road, Greenlane, Auckland
 ☎ +64-9-976-8300
 📧 info@giftfairs.co.nz 🌐 giftfairs.co.nz

30-Sept. 1 Munich Fabric Start/Munich Fabric Start Blue Zone, MOC, 40 Lilienthalallee, Munich, Germany
 ☎ +49-89-452247-0
 ☎ +49-89-452247-22
 📧 info@munichfabricstart.com
 🌐 munichfabricstart.com

30-Sept. 1 SpinExpo, Shanghai, Shanghai World Expo Exhibition and Convention Center, 1099 Guozhan Road, Shanghai
 ☎ +86-21-6086-6029
 📧 info@spinexpo.com
 🌐 spinexpo.com

31-Sept. 2 CIFF - China International Footwear Fair 2016, Shanghai New International Expo Center, 2345 Longyang Road, Pudong New District, Shanghai
 ☎ +86-20-8666-0158

📧 info-china@ubm.com
 🌐 ubm.com

31-Sept. 2 Moda Shanghai 2016, Shanghai New International Expo Center, 2345 Longyang Road, Shanghai
 ☎ +86-20-8666-0158
 📧 info-china@ubm.com
 🌐 ubm.com

31-Sept. 2 All China Leather Exhibition 2016, Shanghai New International Expo Center, 2345 Longyang Road, Shanghai
 ☎ +86-20-8666-0158
 📧 info-china@ubm.com
 🌐 ubm.com

31-Sept. 3 CPM - Collection Premiere Moscow/CPM Kids, Expocentre Fairground Moscow, Russia
 ☎ +49-211-4396-01
 📧 info@igedo.com cpm-moscow.com

31-Sept. 3 All China Leather Exhibition, Shanghai, China
 🌐 aclechina.com

SEPTEMBER

2-4 Bread & Butter, Arena Berlin, 4 Eichenstrasse, Berlin, Germany
 ☎ +49-30-2000-889176
 📧 breadandbutter@

zalando.de
 🌐 breadandbutter.com

2-5 Who's Next & Première Classe, Parc des Expositions, Porte de Versailles, Paris
 ☎ +33-1-44-54-03-47
 📧 contactpopandpartners.com
 🌐 whosnext-trade.show.com

2-5 Bijorhca Paris, Paris Expo, Porte de Versailles, Pavillon 5, Paris
 ☎ +33-1-47-56-52-82
 📧 info@bijorhca.com
 🌐 bijorhca.com

2-6 Maison & Objet Paris, Parc des Expositions, Paris Nord Villepinte, Paris
 ☎ +33-1-76-21-18-39
 📧 visit@safisalons.fr
 🌐 maison-objet.com

3-6 MICAM, Fiera Milano, Strada Statale del Sempione, 28, Milan
 ☎ +39-02-43-8291
 📧 infomicam@micamonline.com
 🌐 themicam.com

3-6 Mipel, Fieramilano, Strada Statale del Sempione, 28, Milan
 ☎ +39-02-5845-11
 📧 segreteria@mipel.it
 🌐 mipel.com

3-7 Vicenzaoro September, Vicenza Fair, Via dell'Orficeria, 16,

Vicenza, Italy
 ☎ +39-0444-969-111
 📧 info@vicenzaoro.com
 🌐 vicenzaoro.com

3-10 Paris Design Week, Les Docks, Cité de la Mode et du Design, 34 quai d'Austerlitz, Paris
 ☎ +33-1-44-29-03-90
 📧 guillaume.prot@safisalons.fr
 🌐 parisdesignweek.fr

4-6 London Edge, Business Design Center, 52 Upper Street, Islington, N1 0QH, London
 ☎ +44-116-289-8249
 📧 emwaterfield@outlook.com
 🌐 londonedge.com

6-8 Milano Unica, Fieramilano, Viale Scarampo, Milan
 ☎ +39-02-6610-1105
 📧 info@milanunica.it
 🌐 milanunica.it

7-9 Intertex Milano/Ready to Show, Congress Centre "Le Stelline" Corso Magenta, 61, Milan
 ☎ +39-02-4801-5026
 📧 readytoshowtdf@gmail.com
 🌐 intertext-milano.it

7-9 Tokyo International Gift Show, Tokyo Big Sight, 3-11-1 Ariake, Koto-ku, Tokyo
 📧 d-haga@giftshow.co.jp
 🌐 bigsight/tj/english/

7-11 Giftrends Madrid

Feria de Madrid, Madrid
 ☎ +34-91-722-3000
 📧 intergift@ifema.es
 🌐 ifema.es/intergift_01

9-11 Momad Metrôpolis & Momad Shoes, Feria de Madrid, Madrid
 ☎ +34-91-722-3000
 📧 momadmetropolis@ifema.es
 🌐 ifema.es/momadmetropolis_01

9-11 Pitti Fragranze, Stazione Leopolda, Viale Filli Rosselli, Florence
 ☎ +39-055-3693-1
 📧 info@pittimagine.com
 🌐 pittimagine.com

11-12 Supreme Tracht & Country, MTC world of fashion, 45 Tounustraße, Munich, Germany
 ☎ +49-89-4204-479-0
 📧 info@munichfashioncompany.com
 🌐 munichfashioncompany.com

12-14 The Sourcing Connection, Paris Event Center, Porte de la Villette, Paris
 ☎ +33-4-72-60-65-55
 📧 pvfrance@premierevision.com
 🌐 thesourcingconnection.com

12-15 Apparel Sourcing, Paris le Bourget, Paris
 ☎ +33-1-55-26-89-89
 📧 apparelsourcing@france.messefrankfurt.com
 🌐 apparelsourcing.messefrankfurt.com

12-15 Texworld/Apparel Sourcing Paris, Paris Le Bourget, Parc des expositions, 93350 Le Bourget, France
 ☎ +33-155-268-989
 📧 texworld@france.messefrankfurt.com
 🌐 apparelsourcing@france.messefrankfurt.com
 🌐 texworld.messefrankfurt.com
 🌐 apparelsourcing.messefrankfurt.com

12-15 Avantex, Paris le Bourget, Paris Messe Frankfurt France
 ☎ +33-1-55-26-89-89
 📧 avantex@france.messefrankfurt.com
 🌐 apparelsourcing.messefrankfurt.com

13-15 Première Vision Paris, Parc des Expositions Halls 3, 4, 5 and 6, Paris Nord Villepinte, Paris
 ☎ +33-4-72-60-65-55
 📧 pvfrance@premierevision.com
 🌐 premierevision.com

14-16 Rooms, Yoyagi National 1st Gymnasium, 2-1-1 Jinnan, Shibuya-ku, Tokyo
 📧 rooms@hgrp.com
 🌐 roomsroom.com

14-16 Shenzhen International Jewelry Fair, Shenzhen Convention & Exhibition Center, Fuhua Third Road, Shenzhen, China

IN FOCUS

☎ +852-2561-5566
 ✉ info@newwayfairs.com
 🌐 newwayfairs.com

16-19 Macef - Homi, Fiera Milano, Strada Statale del Sempione, 28, Milan
 ☎ +39-02-49971+39-0249976591
 ✉ vistatoni.homi@homi milano.com

16-20 London Fashion Week, Brewer Street Car Park, Brewer Street, W1F 0LA, London
 ✉ will@britishfashioncouncil.com
 🌐 londonfashionweek.co.uk

16-20 Mercedes-Benz Fashion Week Madrid, Feria de Madrid, Madrid
 ☎ +34-91-722-5084
 ✉ mbfwmadrid@fema.es
 🌐 fema.es/mercedesbenzfw01

17-19 Woman New York, 775 Washington St, New York
 ☎ +33-9-67-42-01-41
 ✉ justinetron@man-woman.co
 🌐 man-woman.co

17-19 Tranoi New York and Tranoi Parfums New York, The Tunnel, 269 11th Avenue, New York
 ✉ woman@tranoi.com
 🌐 tranoi.com

17-20 The Sydney Reed

Gift Fair, Sydney Exhibition Centre @ Glebe Island, 41 James Craig Road, Rozelle, Sydney
 ☎ +02-9422-8686
 ✉ louis.thebold@reedexhibitions.com.au
 🌐 reedgiftfairs.com.au

20-22 Lineapelle, Fiera Milano, Strada Statale del Sempione, 28, Milan
 ☎ +39-02-880-7711
 ✉ milano@lineapelle-fair.it
 🌐 lineapelle-fair.it

21-23 Luxe Pack, Grimaldi Forum Monaco
 ☎ +33-4-74-73-42-33
 ✉ aroposte@idice.fr
 🌐 luxepack.com

21-27 Milano Moda Donna, Milan
 ☎ +39-02-7771-081
 ✉ cameramoda@cameramoda.it
 🌐 cameramoda.it

22-24 2016 Cashmere World, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong
 ☎ +852-2827-6211
 ✉ info@cashmereworldfair.com
 🌐 cashmereworldfair.com

22-24 Fashion Access Autumn, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong
 ☎ +852-2827-6211

✉ sales@apl.com
 🌐 fashionaccess.apl.com

23-26 Silmo, Parc des Expositions, Hall 5A-6, Paris Nord Villepinte, Paris
 ✉ silmo@oxygen-pp.com
 🌐 silmoparis.com

24-26 Super, Fieramilano city, Viale Scarampa, Milan
 ☎ +39-055-3693-1
 ✉ super@pittimagine.com
 🌐 pittimagine.com

24-26 White Milano, Via Tortona 27+54, Milan
 ☎ +39-02-34-59-2785
 ✉ info@whiteshow.it
 🌐 whiteshow.it

26 Mi Milano Prêt à Porter, Fieramilano city, Viale Scarampa, Milan
 ☎ +39-02-49971
 ✉ milanopretaporter@fieramilano.it

27-Oct 5 Paris Fashion Week, Fédération Française de la Couture, du Prêt à Porter des Couturiers et des Créateurs de Mode, 100/102 Rue du Faubourg Saint-Honoré, Paris
 ☎ +33-1-42-66-64-44
 ✉ info@modeaparis.com
 🌐 modeaparis.com

28-29 Filo, Congress Centre "Le Stelline", Corso Magenta, 61, Milan

☎ +39-015-8483-271
 ✉ info@filoit.it
 🌐 filoit.it

28-29 Osaka International Gift Show, Osaka Merchandise Mart, 1-7-31 Otemae, Chuo-ku, Osaka
 ✉ giftwest@businessguide-sha.co.jp
 🌐 giftshow.co.jp/english/66oigs/index.htm

28-Oct 1 Abitare il Tempo Verona, Veronafiere, Viale del Lavoro, 8, Verona, Italy
 ☎ +39-045-829-6111
 ✉ abitareiltempo@veronafiere.com
 🌐 abitareiltempo.it

30-Oct 3 Woman Paris, 25 Rue Yves Toucia, Paris
 ☎ +33-9-67-42-01-41
 ✉ justinetron@man-woman.co
 🌐 man-woman.co

30-Oct 3 Première Classe, Jardin des Tuileries, Paris
 ☎ +33-1-44-54-03-47
 ✉ contact@popandpartners.com
 🌐 premiere-classe.com

30-Oct 3 Paris Sur Mode, Jardin des Tuileries, Paris
 ☎ +33-1-44-54-03-47
 ✉ contact@popandpartners.com
 🌐 parissurmode.com

30-Oct 3 The Box Première Classe Cambon, Pavillon

Cambon, Paris
 ☎ +33-1-44-54-03-47
 ✉ contact@popandpartners.com
 🌐 thebox-paris.com

30-Oct 3 Don't Believe The Hype, Jardin des Tuileries, Paris
 ☎ +33-1-44-54-03-47
 ✉ contact@popandpartners.com
 🌐 dontdantdontbelieve.thehype.com

30-Oct 3 Tranoi Femme, Palais de la Bourse, 2 Place de la Bourse, Carrousel du Louvre, 99 Rue de Rivoli, Cité de la Mode et du Design, 34, quai d'Austerlitz, Paris
 ☎ +33-1-53-01-84-90
 ✉ woman@tranoi.com
 🌐 tranoi.com

OCTOBER

27 TFWA World Exhibition & Conference, Palais des Festivals, Cannes
 ☎ +33-1-40-74-09-86
 ✉ contact@tfwa.com
 🌐 tfwa.com

11-13 Intertextile Shanghai Apparel Fabrics Autumn, National Exhibition and Convention Center, 168 Yinggang East Road, Shanghai, China
 ☎ +852-2802-7728
 ✉ textile@hongkong.

messefrankfurt.com
 ✉ intertextile-shanghai-apparel-fabrics-autumn.hk

11-13 Yarn Expo Autumn 2015, Shanghai New International Expo Center, 2345 Longyang Road, Pudong New District, Shanghai
 ☎ +852-2238-9906/83
 ✉ textile@hongkong.messefrankfurt.com
 🌐 yarn-expo-autumn.hk.messefrankfurt.com

11-15 CHIC Shanghai, Shanghai New International Expo Center, 2345 Longyang Road, Pudong New District, Shanghai
 ☎ +86-10-6506-8181
 ✉ ex.L103
 ✉ lijing@chiconline.com.cn
 🌐 chiconline.com.cn

12-13 Textile Forum, One Marylebone, NW1 4AQ, London
 ☎ +44-78767-64645
 ✉ amy.pockham@textileforum.org.uk
 🌐 textileforum.org.uk

12-20 Shanghai Fashion Week, spring 2016
 shanghai.fashionweek.com

13-16 Shanghai World Jewelry Expo 2016, Shanghai World Exhibition & Convention Center, 1099 Guozhan Rd, Shanghai
 ☎ +86-21-6587-6481

✉ jewelry@broex.com
 🌐 jewelryshanghai.com/english/english.html

13-16 Istanbul Jewelry Show October, Istanbul Fair Center (CNR Expo), Istanbul ☎ +90-212-519-0719 ✉ visit-ij@ubm.com 🌐 istanbuljewelryshow.com

17-22 Mercedes-Benz Fashion Week Istanbul, Meclisi Mebusan Cad. No.1 Ekemen Han Kat. 6 Kabatas 34427, Istanbul
 ✉ banub@tsmistanbul.com 🌐 mbfashionweek.com/Istanbul

18-20 PR01 Trade Show, Ebisu 303, 1-20-8 Ebisu, Shibuya-ku, Tokyo
 ✉ pr01tradeshow@hpgrp.com 🌐 pr01tradeshow.com/tokyo_en

19-21 Première Vision Istanbul, CNR Expo, Istanbul ☎ +90-212-603-6898 ✉ n.kaya@premierevision.com 🌐 premierevision-istanbul.com

19-21 Texworld Istanbul, Lütfi Kırdar International Convention and Exhibition Centre, 34367 Şişli, Istanbul, Turkey ☎ +90-212-296-2626 ✉ info@turkey.messefrankfurt.com 🌐 texworld-istanbul.trmessefrankfurt.com

22-24 Fashion Access, Hong Kong 🌐 fashionaccess.aplf.com

22-24 Cashmere World, Hong Kong 🌐 cashmere-worldfair.com

26-27 Kingpins, Westergasfabriek, Gashouder building, Klönneplein 1, 1014 DD Amsterdam
 ✉ vivian@kingpinsshow.com 🌐 kingpinsshow.com

NOVEMBER

6-8 China Guangzhou Leather Expo, China Import and Export Fair Pazhou Complex, 380 Yuejiang Middle Road, Guangzhou, China
 ☎ +86-20-8701-5077 ✉ ruihongfair@outlook.com 🌐 enruihongexpo.com

7-9 Fashion World Tokyo, Tokyo Big Sight, 3-11-1 Ariake, Koto-ku, Tokyo
 ✉ fwt@reedexpo.co.jp 🌐 fashion-tokyo.jp/en/

11-14 Chibidue – Chibimart, Fieramilanocity, Viale Teodorico, Gate 7, Pad. 1, Milan
 ☎ +39-02-499771 ✉ chibi@fieramilanocity.it 🌐 chibimart.it

15-17 China Clothing & Textiles Expo 2016, Melbourne Convention

& Exhibition Centre, 2 Clarendon Street, South Wharf, Melbourne
 ☎ +61-2-8040-3030 ✉ info@chinatextiles.com.au 🌐 chinatextiles.com.au

15-18 Cosmoprof Asia 2016, Asia World Expo, Hong Kong International Airport, Lantau, Hong Kong (15-17), Hong Kong Convention & Exhibition Center, 1 Expo Drive, Hong Kong (16-18)
 ☎ +852-2827-6211 ✉ joanne.fai@ubm.com 🌐 ubm.com

16-17 Denim by Première Vision, Fira Montjuïc, Hall 8, Barcelona ☎ +33 4 72 60 65 55 ✉ pvfrancepremierevision.com 🌐 denimpremierevision.com

17-22 Mercedes-Benz Fashion Week Tokyo, Shibuya Hikarie (main venue), 2-21-1 Shibuya, Shibuya-ku, Tokyo ✉ info@jfw.jp 🌐 tokyo-mbfashionweek.com/en

18-20 Le Salon de l'Homme, Carrousel du Louvre, Paris
 ☎ +33-1-53-09-51-30 ✉ info@lsdh.paris.fr 🌐 salon-homme-paris.fr

18-20 Modaprima, Fortezza da Basso, Florence
 ☎ +39-055-36931 ✉ info@pittimmagine.com

🌐 pittimmagine.com

18-21, 11-14 Jewelry & Gem Fair 2015, Shanghai Exhibition Center, 1000 Yanan Middle Road, Shanghai
 ☎ +852-2516-2192 ext. 2516/2194 ✉ visitjfg-hk@ubm.com 🌐 exhibitionsjewellerynetasia.com/shj/

18-21 Australian Resort and Swim Week, Gold Coast Convention and Exhibition Centre, 2684-2690 Gold Coast Highway, Broadbeach, Queensland
 ☎ +07-55203-733 ✉ admin@goldcoastswimfashionfestival.com.au 🌐 goldcoastswimfashionfestival.com.au

19-21 Texworld Istanbul, Lütfi Kırdar International Convention and Exhibition Centre, 34367 Şişli, Istanbul, Turkey ☎ +90-212-296-2626 ✉ info@turkey.messefrankfurt.com 🌐 texworld-istanbul.trmessefrankfurt.com

22-24 Estheteworld by Cosmoprof, Fiera Milano Congressi, Via Colonnari, Milan ☎ +39-02-7964-20 ✉ info@estheteworld.com 🌐 estheteworld.com

Tissu Premier Collections, Lille Grand Palais, Lille

☎ +33-4-72-60-65-55 ✉ pvfrance@premierevision.com 🌐 tissupremier.com

23-26 AYSAF International Exhibition for Footwear Materials, Components, Leather and Technologies, CNR Expo Center, CNR Ekspo Fuar Merkezi Yesilköy-Bakırköy, Istanbul, Murat Paksuz
 ✉ murat.paksuz@cnr.net 🌐 cnrcrasyaf.com

24-25 Comocrea Textile Design, Villa Erba, Cernobbio, Italy
 ☎ +39-031-3161 ✉ info@comocrea.com 🌐 comocrea.com

24-26 Beautyworld Japan West, INTEX Osaka, 1-5-102, Nonko-Kita, Suminoe-ku, Osaka ✉ info@beautyworldjapan.com 🌐 beautyworldjapan.com/osaka/ej/

24-27 Hong Kong International Jewelry Manufacturers' Show 2016, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong
 ☎ +852-2766 3002 ✉ visitor@jewelry.org.hk 🌐 jewelry.org.hk/en/

25-30 Mercedes-Benz China Fashion Week,

spring 2016

🌐 chinafashionweek.org

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