

THE CURVE SELECTION

The August, the most innovative brands were featured in the Selection Guide. **BEJO** London, a newcomer to CURVE creates products in three main size categories to suit a wide range of women with the best fit possible. **ELVE**, launched a new activewear lingerie collection with beautiful mesh fabrics in a variety of colors yet stay comfortable. The sustainable brand, **UNDERWEARLESS**, uses unique fabrics of tencel, recycled polyester, organic cotton and bamboo. In their recent line, they offer "sexy" contemporary contemporary brands featured were **Bluebella**, **Chantelle**, **Costelloe**, **Emporio**, **Four of France**, **Heims**, **IQ Samsøe**. Also included were **Egg**, **Triumph**, **Wacoal**, **Play on the Moon**, **Henri Noddy**, and **Maison Chloé**. There was an impressive assortment of selection among the brands included.

"The best show yet!"
—VICTORIA

SHIRT ARMOR, **Tutu and Top Parties** received a warm welcome from buyers. The response from new exhibiting brands was positive and buyers were pleased with the selection of exciting and innovative product offerings. "For a first show, we have received extremely positive feedback," was mentioned by **Shel Anne**.

LINK WITH WOMEN'S MARKET

The synergy between intimate apparel, underwear and activewear forms the base of The Body Fashion marketplace, which is at the core of the Eurovet market. More than ever this August 2017, CURVE established themselves as The Body Fashion Marketplace on the North American market by strengthening their link with the Women's Market Week on both coasts. The solidification of the connection of CURVE/VEVET in the New York Women's Market, through co-branding (Bathson pants), facilitated this cross-over which was beneficial for both exhibitors and buyers. The goal was to ease the experience for buyers and to adjust to the brand of growing product diversification effects that are now commonly seen within retail stores and brands.

EXHIBITING BRANDS

Established brands such as **Abdushehry Lingerie**, **Fashion Forms**, **Lee Charrel**, **Michael Arvola**, and **Chantelle** were all enthusiastic about the promise of this season. **Carole Couer** expressed the importance of the CURVE show for their brand saying that "The show steps an important milestone for finding potential US customers and Canadian customers." Fashion Forms praised the show saying "CURVE/VEVET is our favorite show to do because we always do well and we've seen new accounts." **Lovanna** mentioned that the August show was, "The best show yet!" In addition, the assortment of new and innovative brands attending the show including **April Hill**, **Bridalbee**, **BEJO** London, **Edgie**, **Heimlich**, **Wing**, **Giampetro**, **Karen Mabon**

THE AFTER PARTY

CURVE hosted a party after the second day of CURVE/VEVET on August 7th at the Flying Fish in Times. The event provided attendees of the show a chance to unwind and interact with members of the intimate apparel industry. The evening was a networking opportunity between exhibitors, buyers and the CURVE team, which allowed time to foster the positive relationships that were formed during the day. Many were happy with the event and were able to create "a couple of business connections," which they were very pleased with.

WHAT'S NEXT?

The next round of buyers and exhibitors will be CURVE/VEVET/ASGAS which will take place on August 18 & 19 at the Manhattan Bay Convention Center. CURVE will take place in the heart of **PROJECT WOMEN'S** as an addition to the intimate section, creating a strong bridge among all Body Fashion categories. Retailers will be able to provide their customers a highly-curated selection of intimate apparel, swimwear & activewear products after shopping the brands presented at CURVE/VEVET/ASGAS. Brands attending will include **Beau Hoss**, **Silverstone**, **Body Glow**, **Leonna**, **Chantelle**, **J&S Swimwear** and **Carmer Marc Vikes**. In our quest to facilitate links between all categories, CURVE/VEVET/ASGAS will be hosting the **Resort & Spa Program**, a great way to meet, greet, learn and grow business with **Resort & Spa**. The **Top Carlton Spa**, **Moussier**, **Santitas Beauty**, **MOE** and **Village** in and Spa are among some of the participants.

INTERLUDE NEW YORK

INTERLUDE NEW YORK, the only digital sourcing reference for intimates, swim & performance fabrica for the US market, will take place on September 27th (2pm-6pm) & 28th (9am-5pm) at The Tunnel. The new show format of 15 days will allow North American designers, Vendor's **Stacy**, **Phyl**, **Sherry**, **Oliver**, **Mr. Anthropologie**, **Chloe**, **gigi**, **Gas**, **Harve**, **Brandt**, **Harley**, **Parley**, **Kimel**, **Marc**'s, **Nancy**, **Oliver** and **Brandt** among them, and top international mills such as **Liberty**, **Bridalbee**, **Deschamps**, **Kiewit**, **Industria**, **Encore**, **Roma**, **Ston**, **Art** and **Proble** to connect. **Valton** will have the chance to get inspired by the success story of a victory keynote speaker, **Justin Collins**, presented by **Deborah Wilton** can receive the latest trend information in an interactive Creative Lab throughout the event, curated by **Jon Berry** CEO and Founder of **Concepts Paris**.

Stay tuned!

DIGITAL EDGE

The CURVE/VEVET Mobile App has been a useful feature for attendees during the past few seasons and was back for August 2017. Feedback from both exhibitors and buyers reflected that they were now extremely comfortable using the Mobile App to aid their visit. Buyers relied on the interactive footprint to navigate the show floor and to access the information for all exhibitors. **Laura Stone** of **Z&Z**, "loved looking at the interactive footprint prior to the show in order to organize appointments throughout the 2 days". The personal shopper tool included a selection of items that carried product in a variety of categories, making a selection of brands available to the buyers. Exhibitors and buyers were able to connect on the Networking Tool, which opened the lines of communication throughout the 2 days. Following the well-received introduction of the **Lead Retrieval** tool in February, it was implemented for a second season. This tool allowed exhibitors to scan buyer's badges to access all of their information with ease and convenience for both themselves and the buyer. **Zoe Diaper** said that "they wished this tool was available at every trade show they exhibited at." Buyers appreciated the accuracy of the information being given out to potential business partners.

THE HAPPENINGS AT CURVE

PHOTOVET returned to CURVE/VEVET to present the top trends for Spring Summer 2018, "Style the Show" presented by **Maria Teresa Sampaio** and **Paulina**. **Quita** focused on all intimate apparel categories, and the "Sweet Beauty" presentation highlighted the best in swim presented by exhibitors. The trends presented were **Melissa Samsøe**, which showed fabrics from a spectrum of bright reds to deep purple, **1965 Glam**, which included high waisted bottoms with an accent, and **Take the Purple**, which featured deep V necklines to highlight the décolletage. Brands representative of these trends and presented to buyers included **Abdushehry**, **Madison**, **Leonna**, **Arvola**, and **Dee Dee**. The **Foot Presentation** provided an overview on colors, design, and technical innovation for Spring Summer 2018. **Caroline** from **Santitas**, **Summer Brights**, and **Comic Blue** were the colors of focus for this segment.

Events **Fit School** returned as well with fitting techniques for both lingerie and swimwear. A new event was presented by **Shelley**, "Sweet Health with Special Guest Speaker: **Dr. Regina Hampton**", which aimed to educate women on all things breast health issues. This event was popular with the buyers who enjoyed having a new event offered at CURVE/VEVET.

"See You Soon!"

CURVE is the only show in North America solely dedicated to Intimate Apparel, Swimwear, and Men's Underwear. The CURVE shows are produced by **EUROVET AMERICAS**, **EUROVET** company. **EUROVET** is the undisputed world leader for lingerie and swimwear, with international events in Paris, New York, Shanghai, Hong Kong, Las Vegas, Cannes, and Moscow. It is also the French reference for sports textiles and equipment trade shows. The CURVE team would like to thank our press partners for their continued support: **Body Magazine**, **Best of Items**, **California Apparel News**, **Fashion Network**, **Lingerie Insight**, **Lingerie Journal**, and **Sewn Journal**.

Stay Ahead of the Curve with Twitter (@curvevet), Facebook.com/curvevet and Instagram (@curvevet) #curvevet #curvevetvegas to follow the show live and to share your experience! For more information, please visit our website www.eurovetamericas.com.

For any questions please contact us at:
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CURVE
NEW YORK
August 2017
Post-Show Press Release

August 2017
Post-Show PR - August 8, 2017

The August 2017 season at CURVE demonstrated a continuous business atmosphere where orders were written on show floor, reflecting the return of a positive mood in the market. Following the celebration of the 10 Year Anniversary in February, CURVE built on the positive momentum. The focus would primarily be on the continued advancements that would provide an unforgettable show experience for both buyers and exhibitors, introduced in a setting favorable for their business to thrive.

CURVE/VEVET returned to its Sunday schedule, and was held on August 6th, 7th and 8th in a new hot venue, the **Janis Center**. Exhibitors and buyers were pleased with the location and the overall show.

"The show stays an important resource for finding potential US customers and Canadian customers."
—CACHÉ COEUR

August 2017
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"The best show yet!"

FOR WHOSE BENEFIT?

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—CACHÉ COEUR



6 page Press Release layout. Keeping consistency of fonts, color and show theme. Emphasizing quotes and images that went along with the text.

Ontop you will see the printed and mobile email version design to be send out to the public.

Pre-Show Press Release



July 29 - 31, 2018
The last week of the year to discover new, organic, disruptive, independent, and exclusive specialty opportunities, just as it is vital combined with front of mind visibility. The strategy of the show is to target the new trends of the retail environment, providing consumer behaviors as well as personalization at all levels. Mark your calendar for CURVE'S SUMMER July 29-31 and CURVE'S AUGUST 10-12.



An Ultra Personalized Retail Experience

These efforts will lead to positive word-of-mouth as well as additional sales and consumer engagement.

Body Positive Focus

Body positivity is a movement that encourages people to love their bodies as they are, regardless of size, shape, or appearance. It is a focus on self-acceptance and embracing one's unique features.

Philanthropic Aim

HUG is a social enterprise that provides employment and training opportunities for women in need. Their products are made from recycled materials and are sold at a profit to support their mission.

Artistic Elements

Artistic elements are the creative and aesthetic components of a design or product. They include color, texture, form, and composition, which work together to create a unique and visually appealing experience.

Experiential Environment for Attendees

An experiential environment is one that is designed to engage and immerse the user in a specific theme or story. It uses a variety of sensory inputs, such as sight, sound, and touch, to create a memorable and interactive experience.

Trend Exploration

Trend exploration is the process of identifying and analyzing emerging fashion and lifestyle trends. It involves looking at social media, street style, and industry reports to predict what will be popular in the future.

Technology

Technology is the application of scientific knowledge to create tools, machines, and systems that solve problems and improve efficiency. It is a constantly evolving field that is shaping the way we live and work.

100 Years of the Panty

The panty is a classic piece of women's underwear that has evolved over the years. From simple cotton briefs to modern, lace-trimmed styles, it has become a symbol of femininity and style.

Design Perspective

Design perspective is the way in which a designer views and interprets the world around them. It is a unique and subjective view that influences the choices they make in their work.

Creating Relationships

Creating relationships is the process of building connections and trust between individuals or organizations. It is a key component of success in business and personal life.

About CURVE

CURVE is the only show in North America solely dedicated to intimate Apparel, Swimwear, and Mat's Underwear. The CURVE shows are produced by EUROVET AMERICA, a EUROVET company.

EUROVET is the undisputed world leader for lingerie and swimwear, with international events in Paris, New York, Shanghai, Hong Kong, Las Vegas, Cannes, and Moscow. It is also the French reference for sports textiles and equipment trade shows.

Join us this summer!
CURVE'S SUMMER
July 29 - 31 | Javits Center Hall 1C
Register here

CURVE'S AUGUST
August 10 - 12 | Mandalay Bay
Convention Center
Register here

The CURVE team would like to thank our press partners for their continued support: Body Magazine, Best of Intima, California Apparel News, Fashion Network, Legame Insight, Lingerie Journal, and Swim Journal.

Stay Ahead of the Curve with better opportunities:
Facebook.com/curveapparel
Instagram.com/curveapparel
@curveapparel #curveapparel
To follow the show live and share your experience!

For more information, please visit our website:
eurovetamerica.com

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22 page Press Release layout. Keeping consistency of fonts, color palette for the show theme. Emphasizing quotes and images to go along with the text.



CURVENEWYORK Press Release
 FEBRUARY 26 - TUES 27 - WED 28

The \$13 Billion Intimate Apparel Business is being disrupted by Niche Brands, Customer Demands and Color

CURVE, the largest intimate apparel and swimwear show in North America, will showcase the latest brands and trends in the growing industry.



February 26, 2018 - New York, NY

CURVE presents the Fall/Winter 2018 edition with a focus on the rapidly changing industry and a diversified show schedule packed with compelling events, industry expert discussions, innovative techniques in lingerie and swimwear fitting. CURVE will showcase over 350 Apparel, Swimwear, and Men's Underwear brands.

Niche Brands are Changing the Market

Category leading brands earnings have slipped and padded bras, the segments most stocked item have fallen while new brands are on the rise. "Push-up bras have fallen by 50% compared to a 4-year ago while braless or triangle bras have rocketed by 120%. That's based on a sample of 80 lingerie retailers across the US, UK and Europe." (Statista, 2017)

CURVE is a trendboard for emerging and innovative lingerie, loungewear and swimwear brands including Adina Rey, Coco de Mer, Chris Arlotta, Eau Lingerie, Fear of England and Gita.

Lingerie stores are reinventing themselves

Retail is changing and so are the lingerie stores. For the first time CURVE will be launching a new area: The Concept Lounge is presenting its vision for creative retail. It is meant to inspire visitors while showcasing a curated mix of products along with intimate apparel fashion trends and retail merchandising ideas!

The curator of this area and designer Samantha Cheng hand-picked 12 unique brands to exhibit. From haute couture lingerie manufactured in France to artisanal lingerie made in Italy, here is her selection for this season: Caddis, Carol Workinger, Daniela Walmond, Gibson & Dahn, I Profumo di Firenze, Keep it Silky, Kink, Skovon, Swedish Stocking, Unlaced Code, Velluette and Yes Master.

Customers Want a Level of Service

Listening to their customers and conquering new consumer targets, lingerie houses are hitting new notes, choosing new muses with strong characters and are sending strong messages.



Customers want an increase level of service and tailored knowledge to learn what is the best option for their body type. CURVE will showcase Eredin FÉ School during the New York and Las Vegas shows which will provide attendees with key insights on all of their fitting needs for Lingerie will Own.

Continuing to educate retailers to better serve their customers, this year CURVE is hosting 2 events, each addressing very hot topics around retail and trends, including the future of retail and the current body positivity movement. Additional topics of discussion will highlight how to attract millennials to a store and social media brand strategy. The entire intimate apparel industry will be gathered to listen to professionals like Liu Nguyen, director of stocks of StyleStage or Anne Sloway brand consultant and former news director of ELLE.

A New Language of Color

Lingerie is breaking the classic codes of black and white, to become more vibrant and colorful with designers like Chantelle, Coashala, Empreinte, Hanky Panky, Live Chantelle, Huit, Lou and Tanga showcasing lilac, green, ruby, red and rose gold. "The word of beauty has become a source of inspiration for lingerie with pieces in 'makeup' tones. Brands like Eberjay, Nubian Skin, Passionata and Unlaced Code use contrasts of nude with intense blocks of color." Caddis, Curry Kate, Ellipse, Harro, Loney and Oh Isla Cheri favor powdered colors or smoky effects in their designs.

Designer of the Year

CURVE is honoring MACQAL as the 2018 Designer of the Year for its creative and innovative lingerie. An iconic, leading name in the lingerie market, this Japanese brand has been crafting pieces that make women feel beautiful for over half a century.

LINGERIE DESIGNER 2018



CURVENEWYORK SHOW HOURS
 Javits Center, Hall 1A
 Monday 9AM - 6PM
 Tuesday 9AM - 6PM
 Wednesday 9AM - 6PM

SUMMER SHOW DATES

CURVE LAS VEGAS
 August 13 - 15 at the Mandalay Bay CC

CURVENEWYORK
 July 29 - 31 at Javits Center, Hall 1A

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Stay Ahead of the CURVE with Twitter @curvetusa, Facebook.com/Curveusa and Instagram @curveusa #curveusaevgas

to follow the show live and to share your experience! For more information, please visit our website www.eurovetamericas.com

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EUROVET AMERICAS



4 page Press Release layout. Keeping consistency of fonts, color and show theme. Emphasizing quotes and images that went along the text.

Ontop you will see the printed and mobile email version design to be send out to the public.

INTIMATELY YOURS!

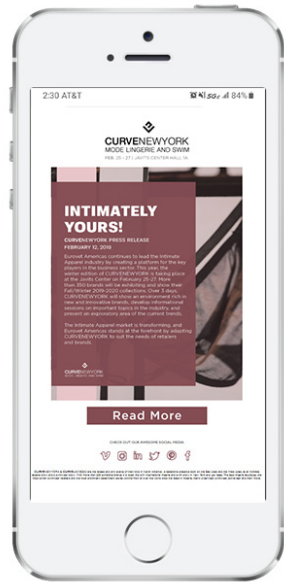
PRE-SHOW PRESS RELEASE
JAN. 11, 2019

Eurovet Americas continues to lead the Intimate Apparel industry by creating a platform for the key players in the business sector. This year, the winter edition of CURVENEWYORK is taking place at the Javits Center on February 25-27. More than 200 brands will be exhibiting and show their Fall/Winter 2019-2020 collections. Over 3 days, CURVENEWYORK will show an environment rich in new and innovative brands, develop informational sessions on important topics in the industry, and present an exploratory area of the current trends.

The Intimate Apparel market is transforming, and Eurovet Americas stands at the forefront by adapting CURVENEWYORK to suit the needs of retailers and brands.

Raphael Camp, CEO Eurovet Americas

CURVENEWYORK
SHOW | 2019 | FEBRUARY 25-27



CELEBRATION OF YOURSELF

Consumers desire to live in a garment that celebrates their best assets and displays their personality. To adapt to this mindset, intimate apparel brands have begun to offer multifunctional, elegant and timeless products. It is essential that brands understand the consumer's mindsets in order to identify and create items with pride in their daily lives.

During the July session of CURVENEWYORK, attendees hear from leading social media influencers on their viewpoint of body positivity and the role that it is playing in the intimate apparel industry. This February, Eurovet Americas in collaboration with Kimmy Caldwell (Founder of Hurry Kimmy + #MoreThanMyNumbers), will present a panel discussion discussing the general topic of inclusivity to build the conversation beyond just inclusivity and body positivity. Topics to be covered will include how the industry is addressing a broader range of people with a focus on inclusivity such as age, gender, race and size. Attendees will gain insight into how brands are creating products and messaging to appeal to a wider audience.

Reflecting the changing retail environment, CURVE aims to utilize its trade show platform to give attendees on the front of retail personalization. Similarly to how retailers are now engaging customers through seasonal in-store events, this summer's CURVENEWYORK will incorporate several unique pop-up events on the show floor as part of its program.

INCLUSIVITY PANEL

Moderated by Kimmy Caldwell
Hosted by The Event Lounge
Monday, 2/26 4:45-6:00PM

NEU GERMAN PAVILION

CONSUMER BEHAVIOR IS BEING REDEFINED BY THE DIGITAL REVOLUTION. THE PAVILION WILL BE A PLACE WHERE BRANDS CAN MEET WITH RETAILERS AND CONSUMERS TO DISCUSS THE LATEST TRENDS AND OPPORTUNITIES IN THE MARKET.

CHANTELLE DESIGNER OF THE YEAR

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CURVE LAS VEGAS
February 5 - 7
Manday Bay CC

CURVENEWYORK
February 25-27
Javits Center Hall 1A

Stay Ahead of the Curve with Twitter: @curveexpo Facebook.com/curveexpo and Instagram: @curveexpo @curvenewyork @curvedesign to follow the show live and share your experiences. For more information, please visit our website: eurovetamericas.com

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The CURVE team would like to thank our press partners for their continued support: Body Magazine, Best of Intimex, California Apparel News, Fashion Network, Lingerie Insight, Lingerie Journal, and Swim Journal.

READ ALL ABOUT IT

At the heart of the industry is the intimate apparel market. This market is transforming, and Eurovet Americas stands at the forefront by adapting CURVENEWYORK to suit the needs of retailers and brands.

THE BRA: A HISTORY, CADOLLE'S INTIMATE DEVELOPMENTS

Moderated by Emma Lott
Hosted by The Event Lounge
Monday, 2/26 10:00AM

CADOLLE

CORA HARRINGTON BOOK SIGNING
Hosted by The Event Lounge
Monday, 2/26 4:00PM

TREND EXPLORATION

Intimate apparel trends are explored in the digital world, which has given rise to a new generation of consumers. The digital world is changing the way we shop and the way we interact with brands. The digital world is changing the way we shop and the way we interact with brands.

Concept Lounge



12 page Press Release layout. Keeping consistency of fonts, color palette for the show theme. Emphasizing quotes and images to go along with the text.



Interfilière New York Opens New Edition With 50% More Exhibitors



The US branch of the international fabric and sourcing event dedicated to retailers, summer and autumn is hosting 65 mills on September 27 and 28 at the Tunnel in New York city.



"Consumer Chaos, repositioning for the next phase of consumer retail" on September 25 at 4pm.

INTERFILIERE NEW YORK is EUROVET fabric and sourcing event for retailers, Summer and Autumn professionals and the premiere marketplace for North American brands to meet top mills, accessories suppliers & sourcing companies from all over the world.

The show has grown steadily since its launch in 2012, up to 65 exhibitors this season (a 50% increase) in 2016, nearly 500 visitors visited the INTERFILIERE NEW YORK show floor, a 300% increase compared to the previous year. Attendance is expected to keep growing this year.

This season, INTERFILIERE NEW YORK will showcase the latest collections by international mills, among them: Daitonpa (USA), DEBE (Spain), Liberty Fabrics (UK) and Wang Yue (HK) for fabrics; Brodies (Diedrichs) (France), Enagas (Colombia), Maria Laine (USA), Hong Geng Laine (China) for accessories and linen; Lourenco (Portugal) and Tesco (Hong Kong) for accessories, among many others. A number of companies will also offer full package services such as Protina - Proestimo (Colombia) and Tangle (China).

New this season: the show is adopting a new format with extended hours. The show opens on 2pm on Wednesday, September 27, and continues till 6pm on Thursday, September 28th.

Visitors will have the opportunity to get inspired by visionary keynote speakers. Justin Coates, Market Analyst at Eastman Chemical will present "Consumer Chaos: repositioning for the next phase of consumer retail" on September 28 at 4pm, followed by a networking cocktail. Joe Barry, CEO and Founder of Concepts Paris, will share the latest trend information and guide the attendees through the offerings presented on the show floor. The "Summer 2019 trend presentation" is scheduled on September 28th at 8:30 am and "Signs of Change, International Trends Not to be Missed" at 4:30pm.

The new 2017 Creative Lab, an interactive inspirational format hosted by Concepts Paris will showcase a curated selection of fabric and accessory prototypes plus the work of seven special talents. Each of them represent an element of the new dynamic description in the textile market. Guest of Honor Rebecca Moses, a prolific New York talent, will show and tell how she "lives and breathes" lingerie.



"Guest of Honor Rebecca Moses, a prolific New York talent, will show and tell how she 'lives and breathes' lingerie."



EXHIBITORS LIST

ASSET (ONT'L) UNDERWEAR	China	PROTEL A - PROESTIMO	Colombia
BELTON FABRICS	China	DEWING	China
BELTON DESIGN	France	BITECOSTE	Spain
BRODIES & BRODIES	France	BURKAP KNOTTING	China
BRUNOCCI	Italy	DEAL BEAUTY	China
CELESTI TEXTILES	China	SHIN E KNOTTING	UK
CHINATI-LACE	Germany	SINER PINK TAIKANA (SPAIN/UK)	Indonesia
DAMINGAN FABRICS	China	SOFLETA	France
DEE	Japan	SUN WING LACE	China
DEORME LACE & TEXTILES	China	SUN WING FAT TRADING COMPANY	Hong Kong
DONGGILAN FURUNGA GARMENT	China	SUNSHINE FASHION	China
DONGGILAN WINTER INDUSTRIAL	China	TAKEFAST TEXTILES	Hong Kong
DONGGILAN WANDER INDUSTRY	China	TAH HING	Hong Kong
DONGGILAN YONGDAN CLOTHING	China	TENGZI TECHNOLOGY	Hong Kong
EASTMAN CHEM	USA	TECCO GROUP	Hong Kong
ENAGLES	Colombia	WANGJIA LABELS	Hong Kong
ENERGIE TEXTILE	Taiwan	WILLY WEISSMANN - SUPERFINE	Austria
EUTELMAR	Spain	WILSON LACE	Hong Kong
FERRERA LACE	France	WINDY THE KNOTTING FACTORY	Hong Kong
GOLDEN HORIZON	China	WONDERFUL INDUSTRIES	Hong Kong
HANMELLE & VOGL	Austria	CONCEPT PARIS	France
HANG GENG LACE	China		
HANNOB TEXTILE	China		
HOP YIP INDUSTRIES	China		
HEIN	Hong Kong		
MAKINIA ELASTIC	USA		
ELURA GROUP (USA)	USA		
JANISSE	China		
JIANSHI GOLDEN AUTUMN	China		
JINSHI LACE	China		
JUNABER	Taiwan		
KRETA	China		
KEVALBAM	Indonesia		
LA LANE INC.	USA		
LEGEND ELASTIC	China		
LIBERTY FABRICS	UK		
LESABER	Austria		
LIAN TEXTILE	Hong Kong		
LUNATEX	Portugal		
MACIA LACE	UK		
MOCHIMAR AND PEO & SICAR	UK		
NEW TEXTILE TECHNOLOGIES	Hong Kong		
PERE TEXTILES SOLUTIONS	Germany		
PENAL ITALIA	Italy		
PIAVE RAYTEX	Italy		
PONDERB SILKS	UK		



"New this season, the show is adopting a new format with extended hours. The show opens on 2pm on Wednesday, September 27, and continues till 6pm on Thursday, September 28th."



EVENTS

Wednesday, September 27th

5:00 - 6:30 CONSUMER CHAOS: REPOSITIONING FOR THE NEXT PHASE OF APPAREL RETAIL
By Justin Coates, Market Analyst at Eastman Chemical
Register and RSVP to events: interfiliereNY@concepts.com
PR contact: charlotte@concepts.com

5:30 - 6:30 COCKTAILS CONVERSATIONS
Brought to you by Eastman

Thursday, September 28th

8:30 - 9:00 TREND PRESENTATION: SUMMER 2019
By Joe Barry, CEO & Founder of Concepts Paris

12:00 - 2:00 COMPLIMENTARY LUNCH LOCATED IN THE RESTAURANT AREA

4:30 - 5:00 SIGNS OF CHANGE, INTERNATIONAL TRENDS NOT TO BE MISSED
By Joe Barry, CEO & Founder of Concepts Paris

5:00 - 6:00 COCKTAIL HOUR



INFO & CONTACT:
SHOW DATES: September 27-28 2017 | September 28 9AM-6PM
LOCATION: The Tunnel, 365 5th Avenue (Dw 27th and 28th street), Manhattan, New York
Register and RSVP to events: interfiliereNY@concepts.com
PR contact: charlotte@concepts.com

INTERFILIERE NEW YORK EVENTS:

SEPTEMBER 27, 4PM
Consumer Chaos, repositioning for the next phase of consumer retail
By Justin Coates, Market Analyst at Eastman Chemical
Demand for constant newness, shifts in buying power towards mega-CEOs, new formats for brand and product discovery, disintermediation with current apparel offerings, and the need for more sustainable materials are disrupting traditional retail arrangements around the world. Understanding the emerging global trends are critical to profits from these trends and how global shoppers are reacting to these strategies are essential in re-positioning your business for the next phase in apparel retail.

Followed by a Networking Cocktail

SEPTEMBER 28, 8:30 AM
Trend Presentation, Summer 2019

By Joe Barry, CEO & Founder of Concepts Paris

SEPTEMBER 28, 4:30 PM
Signs of Change, International Trends Not to be Missed
By Joe Barry, CEO & Founder of Concepts Paris

Followed by a Networking Cocktail

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Interfiliere, a Eurovet America event, is organized by Eastman
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5 page Press Release layout. Keeping consistency of fonts, color and show theme. Emphasizing quotes and images that went along the text.

Ontop you will see the printed and mobile email version design to be sent out to the public.