

FASHION EXPOSED & preview

29 – 31 AUGUST 2010
MELBOURNE EXHIBITION CENTRE

Bags & Accessories Fair
australian shoe fair

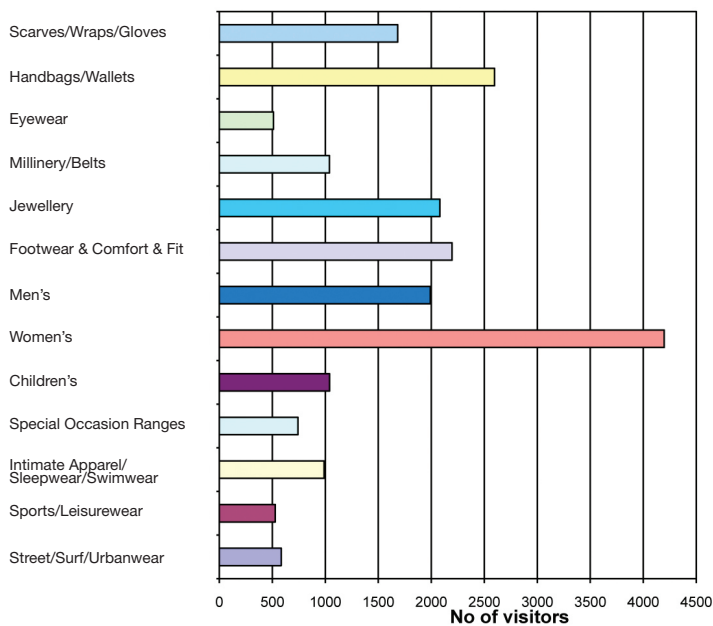


VISITOR STATISTICS & POST FAIR FACT SHEET

VISITOR ATTENDANCE

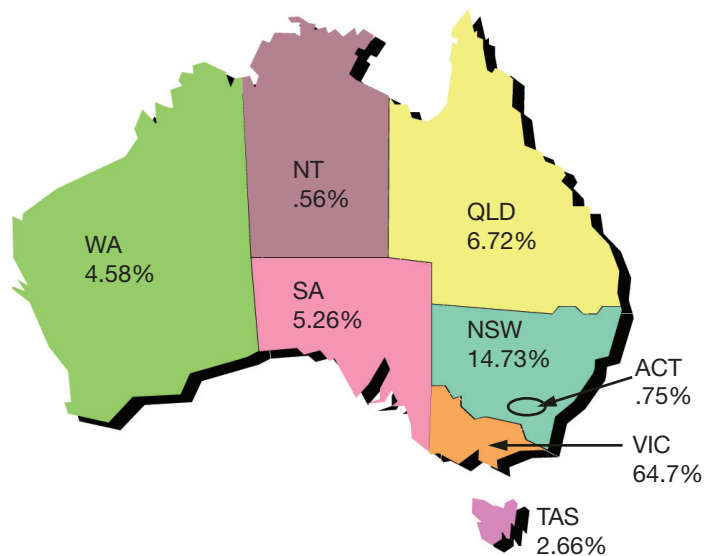
8,446 trade visits were made over the 3 days of the fair, 3% up on the last August fair. Owner/Directors made up 58% of the visitors attending and Store Buyers and Managers were the other significant categories making up another 27%. In retail type, Independent Retailers represented a strong 42% in visitors attending followed by Boutique Stores making up 38%.

BREAKDOWN OF STORE TYPE



CATCHMENT

Victoria had high representation with 64.7% of the market followed by New South Wales with 14.73%. 69% of the visitors were from city or metropolitan outlets and 28% classified themselves from country/regional areas.



INTERNATIONAL VISITORS

Our increased international marketing activity resulted in steady international attendance. Visitors from the following countries were represented: Austria, Canada, China, Colombia, Fiji, Hong Kong, India, Indonesia, Korea (South), Laos, Malaysia, New Zealand, Pakistan, Singapore, Slovak Republic, South Africa, Taiwan, Turkey, United Kingdom and USA.



FEATURES

THE FRENCH PAVILION – under Fashion Exposed's International Guest Country Program, a medley of some of France's most exciting brands showcased leading edge fashion.

THE DESIGN STUDIO – this season saw the launch of the new young designer precinct with an eye-catching line-up of talent embodying contemporary design and excellent workmanship.

SALON SHOWS – stunning collections of the hottest looks and upcoming trends were displayed at the fair, featuring the following categories: Urban Active Group Collections, French Collections, Boutique Collections, Ready to Wear Women's Collections, Sole Collections and Debut.

LIVE LOOK BOOKS – provided buyers with a chance to get in amongst the action in an intimate setting on the show floor, featuring selected collections in Allure and The Design Studio.

THE FIRST DAY FORECAST – provided new season directions with specific examples from the show floor.

FGI FASHION FLASH – industry experts discussed ready to wear seasonal trends and how they can be adapted for Australian retail.

BUSINESS SEMINARS – presented by industry experts these seminars provided insights and strategies on the business of Fashion.

RETAIL TOUR – visitors experienced first hand the success stories and challenges of visual merchandising during this tour of some of Melbourne CBD's most inspiring retail spaces.

THE BRA QUEEN WORKSHOPS – these workshops provided visitors with expert advice on cost effective, innovative marketing and proactive service and sales.

ARA HOT HALF HOURS – these free business sessions offered great value to both company owners and employees, providing attendees with an edge and understanding of the value of their role in the Australian retail industry.

SUSTAINABLE MANUFACTURING – presented by TFIA this area showcased Australian textiles and fashion with daily seminars on sustainable sourcing and garment manufacture.

SPIRIT OF THE SEASON VISUAL MERCHANDISING COMPETITION
Finalists created Billabong window displays live on site with the winner invited to work with Billabong on the next national window display campaign in 2011. The winner was Lara Camilleri (NSW).

DEBUT – the 10th season of the popular biannual competition open to emerging garment and accessories designers was pared down to a dozen of the best. The Accessory Award went to Afterglow Jewellery – Charms Baltis and Ben Neich (NSW) and the Apparel Award went to Francz – Geoffrey Haining (VIC).

AVANT GARDE GALLERY – served as a platform for students of fashion design or related tertiary courses to showcase their most flamboyant and spectacular costume and couture designs in a gallery style environment. The winner was Anna Blease for Impressions (NZ).

VISITOR ATTENDANCE

FASHION EXPOSED AUTUMN/WINTER 2011

529 exhibitors took part in the August 2010 fair in Melbourne. Ranges included Childrenswear, Denim, Footwear, Hosiery, Intimate Apparel, Licensed Products, Maternity, Menswear, Plus Sizes, Retail Services, Sleepwear, Special Occasion, Streetwear, Surfwear, Swimwear, Urbanwear and Womenswear.

PREVIEW & DESIGNER ACCESSORIES

42 companies took part in preview and designer accessories, which featured over 80 high-end designer labels and designer accessories.

BAGS & ACCESSORIES FAIR

The Bags & Accessories Fair was again successfully co-located alongside Fashion Exposed. 106 exhibitors took part in the dedicated fair showcasing over 200 labels in Accessories, Eyewear, Handbags & Wallets, Jewellery, Millinery, and Hats/Scarves/Gloves.

AUSTRALIAN SHOE FAIR

102 Exhibitors took part in the Australian Shoe Fair, showcasing over 200 labels in women's, men's and children's shoes.

STAND AWARD WINNERS

We would like to congratulate the following winners:

- Best Fashion Exposed Stand: Golden Breed
- Best Bags & Accessories Fair Stand: Tiger Tree
- Best Australian Shoe Fair Stand: Billie Group
- Best Allure Stand: Eveden Australia

Australian EXHIBITIONS & Conferences

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