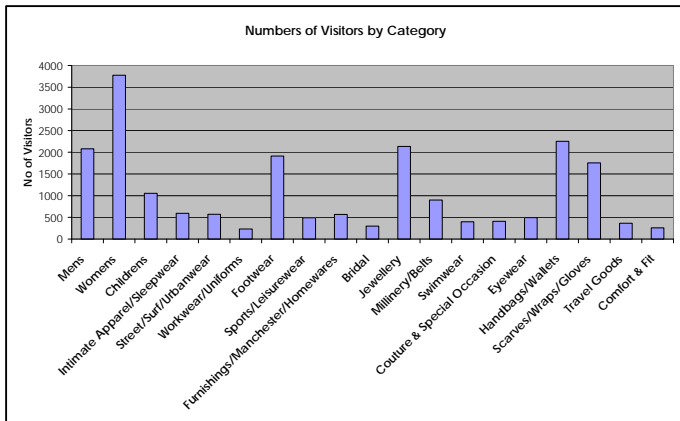


30 August - 1 September 2009, Melbourne Exhibition Centre

## VISITOR STATISTICS & POST FAIR FACT SHEET

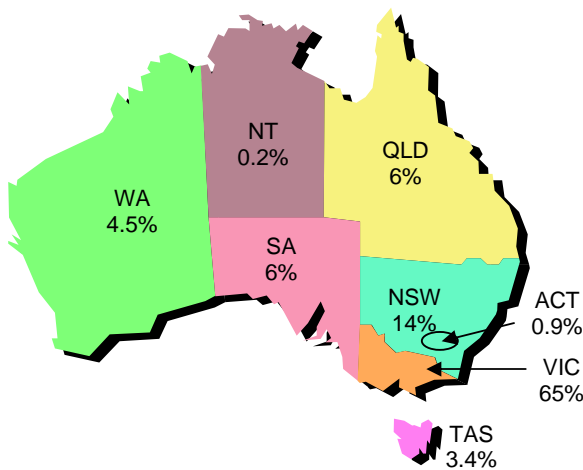
### VISITOR ATTENDANCE

8,200 trade visits were made over the 3 days of the Fair incorporating 6,528 individual buyers. Owner/Directors made up 57.4% of the Visitors attending and Store Buyers and Managers were the other significant categories making up another 26.6%. In relation to retail type, Boutique/Specialty Stores represented a strong 39.6% in visitors attending closely followed by Independent Retailers making up 45.7%.



### CATCHMENT

Victoria was represented strongly with 65% of the market followed by New South Wales with 14% representation. 67.2% of all Visitors were from city or metropolitan outlets and 29.7% classified themselves from country/regional areas.



### INTERNATIONAL VISITORS

The Fair attracted great international visitors. Visitors from the following countries and regions were represented: China, Egypt, France, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Africa, Spain, Thailand and USA.

### FASHION EXPOSED

292 Exhibitors took part in the August / September 2009 Fair in Melbourne. Ranges included: Menswear, Womenswear, Junior, Intimates, Fast Fashion, Street/Urbanwear, Sleepwear, Bridal, Accessories Special Occasion, Sports/Leisurewear, Manchester, and Retail Services.

### PREVIEW & DESIGNER ACCESSORIES

47 companies, representing 147 labels, took part in *preview* and Designer Accessories, which was well received by both Visitors and Exhibitors.

### BAGS & ACCESSORIES FAIR

The Bags & Accessories Fair was again successfully co-located alongside FASHION EXPOSED featuring 89 Exhibitors featuring product ranges including: Accessories, Eyewear, Footwear, Handbags & Wallets, Jewellery, Millinery, Scarves, Wraps, Gloves and Travel Goods.

### AUSTRALIAN SHOE FAIR

77 Exhibitors took part in the Australian Shoe Fair showcasing over 170 labels in womens, mens and childrens shoes.

### FEATURES IN MELBOURNE 2009

**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.

**Fashion Workshops** – designed to help build and sustain business these free informative workshops provided business owners with strategies to survive and thrive in today's cut-throat fashion market.

**Debut** - the popular biannual competition open to emerging garment and accessories designers nationwide has been pared down to a dozen of the best who abundantly qualify in the key areas of originality, workmanship and marketability.

The winners of the debut awards were:

Accessory: Danielle Zanetti Jewellery

Apparel: Marion Liese

Avant Garde Award: Sabio Designs

**Industry Seminars** - featured insights from industry leaders on the influences shaping next season's trends.

**Live Look Books** – provided buyers with a chance to get in amongst the trends in an intimate setting on the show floor, featuring selected collections in the StreetLab, Menswear, Womenswear and Intimates precincts.

**Salon Shows** – a stunning array of the hottest looks & upcoming trends were displayed at the Melbourne 2009 Salon Shows, featuring the following categories: Intimate Apparel, Womenswear, Menswear, *preview*, Street/Urban wear, Sole Collections, and Debut.