

apparel sourcing

July 19–21, 2011
Javits Convention Center
New York, NY



New York's apparel sourcing event focused on the production supply chain for Contract Manufacturing, Private Label and ODM - Original Design Manufacturing

July 2011 Post Show Review

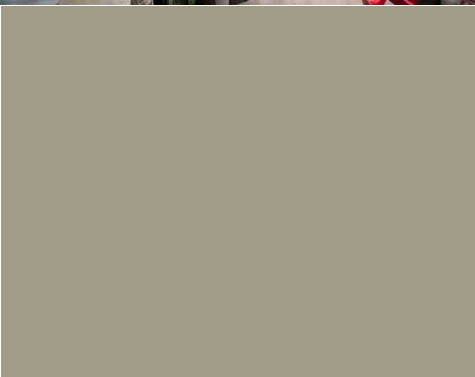
Co-located with
hometextiles
sourcing

TEXWORLD
USA

STYLE  SIGHT



messe frankfurt



International Apparel Sourcing Show

- Fair Date:** Tuesday, July 19 - Thursday, July 21, 2011
- Edition:** 2nd
- Venue:** The Javits Convention Center- Hall C
- Location:** New York City, NY
- Co-Organizer:** CCPIT TEX
- Supporters:** Stylesight, MFG.com Textiles, Panjiva
- Trend Partner:** Stylesight
- Exhibit Participation:** 108 Exhibitors from 8 Countries
- Co-located Events:** Texworld USA
Home Textiles Sourcing Expo
- Attendee Participation:** 914* verified attendees from 26 countries registered specifically for the International Apparel Sourcing Show. Another 1,755* verified attendees from the co-located Texworld USA and Home Textiles Sourcing Expo shows also visited Apparel Sourcing for a total of 2,669* verified attendees.
- Conference Program:** 15 apparel fashion industry seminars were offered and organized by Lenzing Fibers and Stylesight.

*measured in unique visits



88% of exhibitors will participate or are considering to participate in the next event.*



Exhibitor Profile/Survey Feedback

Number of Exhibitors: 108 from 8 countries

International Exhibitors: 88%

Domestic Exhibitors: 12%

Exhibitor Pavilions/Group Organizers:

- CCPIT TEX
- The Trade Development Authority of Pakistan

Countries Represented:

- Bangladesh
- Canada
- China
- Hong Kong
- India
- Indonesia
- Pakistan
- USA

Exhibitor Market Sectors:

- Activewear
- Childrenswear
- Menswear
- Womenswear
- Other

Exhibitor Product Group:

- Collections
- Contemporary
- Denim/Jeans
- Intimates/Lingerie
- Knits
- Loungewear/Sleepwear
- Suiting
- Wovens
- Other

"Apparel Sourcing New York is better for our company when compared to any other show in the U.S. This is due to the show's proximity to the New York Garment District- which is the biggest in the world! The dates turned out well this year as buyers had open to buy positions during the dates of the show. We received good leads as only serious buyers visited."

- Saad Zia, Sales Director, Motif, Pakistan



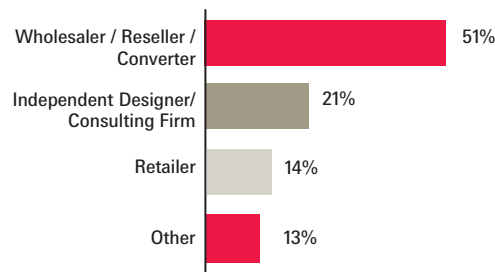
Attendee Profile*

Number of Attendees: 2,669

Domestic Attendees: 91%
International Attendees: 9%

Attendee Demographics:

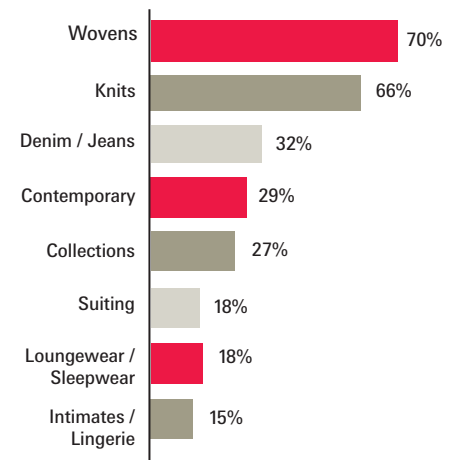
Attendee Breakdown by Business Segment:



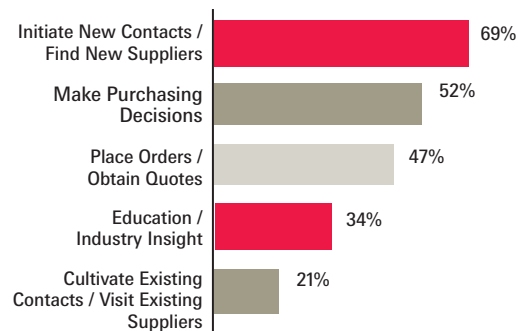
64% of attendees were interested in vertical fabric/production co-suppliers

59% of attendees were seeking private label suppliers or were interested in learning how to develop a private label

Attendees are Interested in the Following Product Categories**:

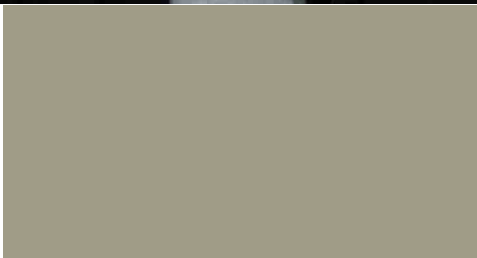


Attendees' Business Objectives at the Show**:



*Source: International Apparel Sourcing Show
July 2011 Attendee Registration

**Multiple answers provided



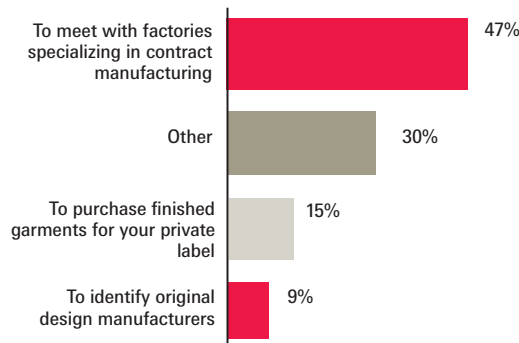
Attendee Survey Feedback*

83%- Attendees found the product or products they were looking for on the show floor

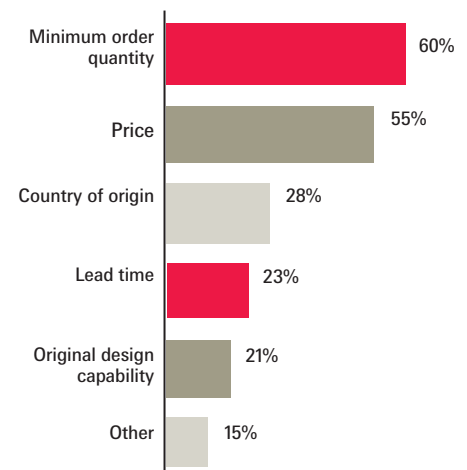
90%- Attendees will place orders or considering placing orders as a direct result of the International Apparel Sourcing Show

35%- Attendees have purchased fabrics/garments based on eco-friendly/ethical certifications

Attendees Primary Reason for Attending the International Apparel Sourcing Show:



Attendees' Most Important Factors in Regards to Sourcing:



"This is my company's second time exhibiting at the International Apparel Sourcing Show. My goals are to establish a marketing platform in New York and develop the USA marketplace. I'm very pleased with the results I have received from exhibiting at The International Apparel Sourcing Show and look forward to returning to exhibit next year."

- Vikas Agarwal, Director, Duratex Apparels, India

*Source: International Apparel Sourcing Show July 2011 Attendee Survey



July 2011 VIP Visiting Brands

2(x)ist	Destination Maternity	Old Harbor Outfitters
Acossi Jeans	Dillard's	Ollie & Bess
Adidas	Disney	Ophelia Intimates
Adorn Fashions	DKNY	Orange County Choppers
Alberto Makali	Elliott Lauren	Perry Ellis
Alial Fital	FILA	Poleci
AMS Uniforms	Foot Locker	Rainforest
Annie Mulz	Greg Norman Collection	Rebecca Taylor
Anvil Knitwear	Ilana Wolf	S. Rothschild
Armani Exchange	Jensen Martin	Saks Fifth Avenue OFF 5th
Arrow Uniforms	John Varvatos	Sean Jean
Ashley Stewart	Junior Gallery	Splended/Ella Moss
Aum-Couture	Knothe Apparel Group	Tahari
Bernard Chau	Larry Levine	Taylor Vintage
Bernardo Fashions	Legacy Athletic	The Cayre Group
Bill Blass	Li & Fung USA	The Jump Apparel Group
Black & Denim Apparel Co.	Lilla P	The Levy Group
Bonnie Young	Little Gems, Inc.	The M Shoppe
Boxing Kitten	Luxury Lane	TOMS
Burma Bibas	Margaritaville Apparel Group	Town & Country Uniforms
Cache	Nat Nast	Urban Outfitters
Calvin Klein	Natori	Victoria's Secret
Capezio	New York & Company	Victorinox Swiss Army
Converse	Nona Varnado	Wal-Mart
Davelle Clothiers		Warnaco



Value Added

Seminars: 15 sessions focusing on Eco-Issues, Fashion & Color Trends, Material Innovations, Sourcing Strategies and New Business Development offered and organized by Lenzing and Stylesight.

Exclusive Seminar for Exhibitors: How to Sell in the USA: An informative seminar discussing the state of the U.S. economy, the top producing retailers and current buying trends.

Trend Forum: Focus on Fall / Winter 2012/13 Megatrends, including: Digital Dimension, Raw Energy, Sensing Matter, and Wildcraft.

The Trend direction was created by Stylesight, the leading global provider of trend content, tools and technology for the style industry.

Trend Participants: Exhibitor fabrics as selected by the Stylesight Selection Committee.

The Trend Forum is a popular "first-stop" for many press and attendees.

For more information:

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Phone: +1.770.984.8016. Ext. 402

Visit: www.apparelsourcingshow.com

Publicity: Advertising, editorial and discussions regarding International Apparel Sourcing Show have appeared in the following publications, websites and social media sites:

AboutSources
Apparel Magazine
apparelnews.net
California Apparel News
Canadian Apparel Federation
Ecotextile News
Emergingtextiles.com
Exhibition News
Facebook
Fashionindex
Fashionindex.com
Fashionmag.com
fibre2fashion.com
IAEE Industry News
Journal du textile
Just-Style.com
Lenzing e-Newsletter
LinkedIn

VIP Buyers: Important buyers receive special attention with the following services:

- Exhibitor match-making services
- Membership in the private Tulip Club lounge
- Complimentary lunch and refreshments
- Complimentary car service to and from the event

