

THE DESTINATION EVENT WHERE
INDUSTRY MEET, SOURCE AND BUY

FASHION EXPOSED

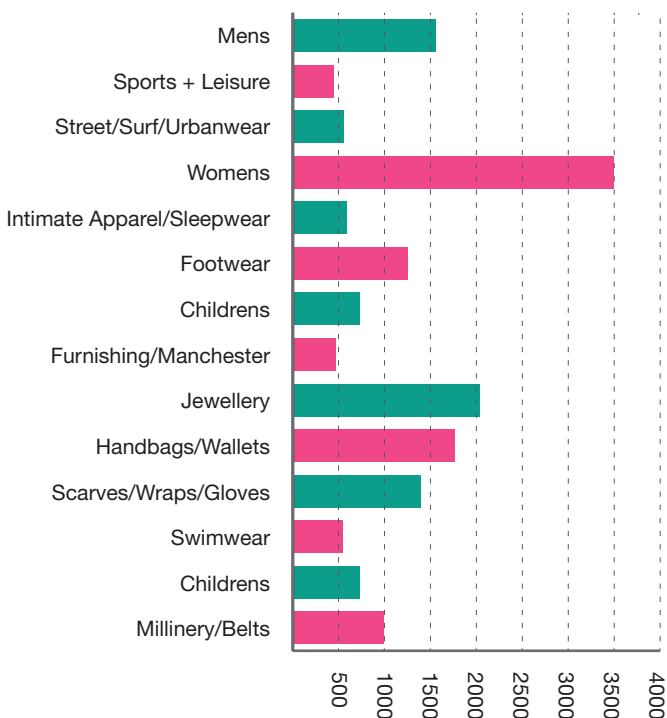


6 - 8 MARCH 2011 SYDNEY EXHIBITION CENTRE
VISITOR STATISTICS & POST FAIR FACT SHEET

VISITOR ATTENDANCE

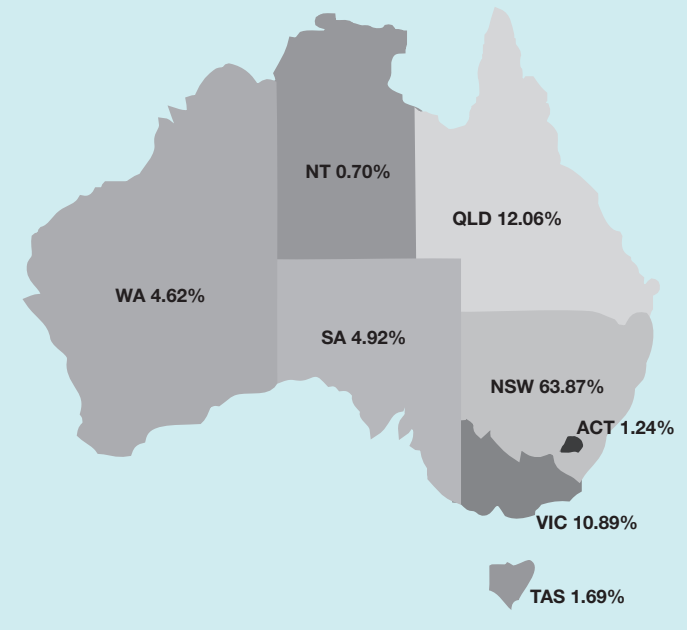
6,999 trade visits were made over the 3 days of the fair. Owner/Directors made up 60% of the Visitors attending and Store Buyers and Managers were the other significant categories making up another 25%. In retail type, Independent Retailers represented a strong 82% in visitors attending of which 49% were Boutique Stores.

BREAKDOWN OF STORE TYPE



CATCHMENT

New South Wales had high representation with 63.87% of the market followed by Queensland with 12.06%.



INTERNATIONAL VISITORS

Our increased international marketing activity resulted in steady international attendance. Buyers from the following areas were represented: Bangladesh, Canada, Cayman Island, China, Cook Islands, France, French Polynesia, Hong Kong, India, Italy, New Caledonia, New Zealand, Philippines, Singapore, South Africa, Spain, Taiwan, United Kingdom, USA.



THE DESTINATION EVENT WHERE
INDUSTRY MEET, SOURCE AND BUY

FASHION EXPOSED



6 - 8 MARCH 2011 SYDNEY EXHIBITION CENTRE

VISITOR STATISTICS & POST FAIR FACT SHEET

FEATURES

The French Pavilion

Established as part of Fashion Exposed's Guest Country Program, this precinct featured leading collections from France, many of them showing in Australia for the first time. Brands on show included Charlie Joe, One Step, Fil de Joie, Emaux'tion, Little Marcel, Lotta & Djossou, Pygmees, Sans-Arcidet, Skalli Paris, Tahitian Move, Twins & Co and Inoui et Compagnie.

Streetlab

The Streetlab precinct showcased new and established world-class brands in the street and urban clothing category.

preview

This high end womenswear precinct provided a unique perspective on fashion's most directional brands and targeted those in the market for exclusive clothing and featured quality fabrics, trimmings and innovative styling.

Allure

Allure's dedicated precinct promoted the latest releases from some of the lingerie sector's foremost local and international brands.

Salon Shows

A well established feature of Fashion Exposed, this year's Salon Shows formed a key highlight of the trading floor and featured the following categories: Ready To Wear, Urban Active, Debut, French Pavilion, Allure and Womenswear.

STAND AWARD WINNERS

We would like to congratulate the following winners:

- Best Stand Fashion Exposed — Longreach Clothing Co
- Best Stand Bags & Accessories Fair — Zatini Fashion Accessories
- Best Stand New Exhibitor Fashion Exposed — Sugar and Sas
- Best Stand New Exhibitor Bags & Accessories Fair — Buddha to Buddha Jewellery

FASHION EXPOSED SPRING/SUMMER 2010/2011

474 exhibitors took part in the March 2011 fair in Sydney. 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

52 companies took part in *preview* and Designer Accessories which featured 113 high-end designer labels and designer accessories.

BAGS & ACCESSORIES FAIR

The Bags & Accessories Fair was again co-located alongside Fashion Exposed. 141 exhibitors took part in the dedicated fair showcasing 250 labels in Accessories, Eyewear, Handbags & Wallets, Jewellery, Millinery, Hats, Scarves and Gloves.

PREMIERE

This new stand-alone event, co-located at Bayside Grand Hall, showcased over 100 international and local designer brands. 27 exhibitors took part in Premiere with visitors seeing new collections from names such as Alex Perry, American Vintage, Ba&sh, Gerald Deral, Earnest Sewn, J Brand, Little Joe, Osklen, Patrizia Pepe, Cooper and Arabella Ramsey.

Australian
EXHIBITIONS
& Conferences

Australian Exhibitions & Conferences Pty Ltd

Level 2, 267 Collins Street Melbourne 3000

Tel +61 3 9654 7773 Fax +61 3 9654 5596

Email fashion@aec.net.au or shoe@aec.net.au

Web fashionexposed.com

bagsaccessories.com.au

australianshoefair.com

premiere.net.au