



Drapers

The fashion business

FEATURES SCHEDULE 2012

With 125 years of editorial heritage, Drapers is the voice of the UK fashion industry. Drapers is the indispensable and trusted source of breaking news, industry analysis and product information across the entire fashion industry: from the largest multiples, the very best brands, leading retailers and the cream of the independent retail market.

Drapers provides brands and suppliers with unparalleled penetration into your target market via a multi-platform approach including: the weekly magazine with an average net circulation of 9,384¹; the website and mobile site, drapersonline.com reaching over 73,000² unique users every month; 3 exclusive industry awards, and bespoke events.

With over 57% of our audience are comprised of the Owner/Proprietors, CEOs, MDs, Directors, Heads of and Senior Managers of UK Fashion businesses³, Drapers provides access to the most influential people in the industry.

Drapers can work with your business to create a tailored package focused on your objectives.

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¹ ABC (Jul'10 - Jun'11) ² Webtrends (May - Oct '11) ³ Drapers Subscriber Survey, 2010



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Drapers regular features include:

The Drapers Interview: We bring you in-depth interviews with the biggest names in the fashion world. Leading business people, influential designers and retail pioneers all come under our scrutiny.

Shopwatching: Our industry expert John Ryan reviews the newest shops, the best shops, sometimes the strangest shops – they all come under the spotlight as we examine the most influential fashion stores.

Brandwatch: Keep up with the ones to watch as Drapers unveils the facts behind the biggest, best and newest fashion brands you may, or may not, have heard of.

Webwatch: Our online content editor Keely Stocker brings you up to speed with the latest in the online world of retailing.

This Fashion Life: A sideways look at lives in fashion, as Drapers interviews characters from the entire fashion spectrum, from retailers and trend-spotters to brand-owners, designers, agents, and pioneers of new movements.

Indicator: Drapers' essential and unique guide to what's selling and what's happening in the world of fashion independents each week.

Careers: Drapers interviews those with sought-after jobs in fashion and tells you how to get jobs like theirs.

N.B. every feature is subject to date and content changes; synopsis for features outside the weekly features will be available 6 weeks before publication date.

Website: drapersonline.com **Mobile site:** m.drapersonline.com



JANUARY

6 **Focus on Japan:** Drapers brings you the lowdown on retailing, wholesaling and manufacturing in one of the world's quirkiest and most fashion-focused countries

Business Feature: Supply Chain and Logistics Feature

Indicator: Kidswear

13 **Season's Preview, Womenswear, Menswear, Streetwear:** Your first look at autumn '12. The season is put under the spotlight as brands lay out their plans for their next collections

Next Generation: Drapers celebrates the next generation of UK fashion talent with a special 40-page supplement

Indicator: Mainstream

20 **Menswear Special:** The first of the seasonal look books, Drapers publishes the Menswear autumn '12 special

Menswear, Pitti Uomo: The first of the trade show reports from Pitti Uomo in Florence, where menswear brands showcase their autumn '12 collections

Indicator: Premium

27 **Streetwear Special:** Drapers focuses on the streetwear sector for a second seasonal special

Streetwear, Bread & Butter: A round up of the most exciting trends and labels from the mammoth trade show Bread and Butter in Berlin where the high priests of branded streetwear unveil the latest looks

Menswear, Milan Fashion Week: We examine the runways of Milan men's fashion week for the most on-trend looks and commercial styles

Kidswear, Pitti Bimbo: Drapers brings you news from Florence trade show, Pitti Bimbo

Business Feature: Ecommerce

Indicator: Young Fashion

FEBRUARY

3 **Womenswear Special:** Drapers publishes its womenswear look book for autumn '12 with model and product shoots to inspire and excite buyers for the coming season

Lingerie: Dedicated lingerie section with model and product photo-shoot

Womenswear, Pure Preview: We give you a sneak preview of contemporary womenswear show Pure London, Pure Spirit and menswear show Stitch

Womenswear, Paris Couture: The couture catwalks of Paris usher in a luxurious take on womenswear

Menswear, Paris Fashion Week: It's Paris under the spotlight now as we turn to the city of lights and examine the men's collections

Womenswear, Menswear, Streetwear: Pret-a-Porter & Who's Next Show report

Textiles, Pitti Filati Report: Textile trends from the Florence show

Indicator: Contemporary

10 **Textiles Supplement:** An in-depth look into the textiles sector, including a Premiere Vision preview, a report on the London Textiles Fair, and news and features on compliance, new technologies and sustainability

Womenswear Copenhagen Fashion Week: We round-up the best brands and newest trends from Copenhagen Fashion Week, as we visit influential shows CPH Vision, CIFF and Gallery

Kidswear: Bubble London Show Report

Indicator: Lingerie

17 **Womenswear, Pure London Report:** Drapers rounds up the news and trends from Pure, Spirit and Stitch

Inspiring Independents Special: We list the top 100 inspiring independent retailers in the UK and Ireland as voted by you, the industry, and tell you why they made the cut

Streetwear: The London Edge Show Report

Indicator: Mainstream Footwear

24 **Footwear Special:** The last of our seasonal look books, we present you with our footwear special with key trends and looks that buyers should be investing in for autumn '12

Moda - Womenswear, Menswear, Footwear, Lingerie: The best labels and hottest trends from the Moda UK show in Birmingham

Eveningwear: We pull together the key looks for eveningwear and most important brands, as seen at Pure London and Moda

New York Fashion Week: New York Fashion Week comes under our scrutiny as we look for the commercial tips from the Big Apple's catwalks

Womenswear, Menswear, Streetwear: The Margin Show Report

Business Feature: Epos and Payments Services

Indicator: Contemporary Footwear



MARCH

- 2 Performance/Sportswear Special:** Special issue reporting on the latest news and trends in sportswear and performance, latest technologies and in-depth analysis of the market. Also features a special photo shoot
London Fashion Week: We bring you the best from the UK capital's catwalks
Textiles, Premier Vision: The latest trends from the French trade show
Indicator: Young Fashion
- 9 Footwear, Micam Report:** We bring you the best footwear brands exhibiting at the Italian show
Indicator: Premium
- 16 Paris Fashion Week:** Catwalk reports from the most commercial of the four fashion weeks
Milan Fashion Week: The best from the runways of Italy's fashion capital
Indicator: Contemporary
- Footwear, GDS Report:** We visit the German footwear giant and report back on the standout brands
Textiles: London Textile Forum Report
Indicator: Mainstream
- 23 Drapers Re-launch Edition:** From our extensive market research, Drapers will be updated with a new look and new features to continually provide up to date news and business critical information
The Drapers Multi-Channel Magazine: Introducing a new supplement dedicated to the fast moving world of multi-channel shopping. Drapers looks at the most adaptable technology, click-and-collect, and the fastest means of delivery. Also contains the annual Drapers Etail Report
Indicator: Young Fashion

APRIL

- 6 Womenswear: High Street Hit or Miss:** Drapers reports on which womenswear retailers are rocking the high street and which are trundling along
Business Feature: Finance – supporting independent fashion retailers
Indicator: Kidswear
- 13 Menswear High Street Hit or Miss:** We look at the menswear retailers and judge who is doing it best
Indicator: Young Fashion
- 20 Business Feature:** International Special
Footwear High Street Hit or Miss: Footwear retailers are judged on who is providing the best product and service on the high street
Indicator: Contemporary
- 27 Indicator:** Mainstream

MAY

- 4 Occasionwear:** A 4-page special feature, and a look at what the mother of the bride will be wearing this season
Indicator: Occasionwear
- 11 Business Feature:** Property
Indicator: Lingerie
- 18 Footwear and Accessories Award Winners' Brochure:** Find out who won one of these prestigious awards
Indicator: Mainstream Footwear
- 25 Exhibitions, Show Calendar:** This comprehensive exhibitions list is the essential guide to planning your buying trips for the coming season
The PayPal Etail Awards: A celebration for retail businesses of all sizes excelling online
Business Feature: Customer Insight Report
Indicator: Contemporary Footwear

JUNE

- 1 125th Birthday Special:** We mark the 125th anniversary of Drapers with a special supplement celebrating 125 years of the fashion industry
Indicator: Premium
- 8 Season's Preview Supplement, Womenswear, Menswear, Streetwear:** We forecast what looks you will see at the coming fashion exhibitions and what you should look out for in spring '13
Business Supplement, Christmas Special: With Christmas providing retailers with your highest sales peak, we bring you a comprehensive supplement on how to maximise sales; from logistics and multi-channelling to in-season party product
Indicator: Mainstream
- 15 The Drapers Fashion Awards:** This edition will launch the 'Oscars' of the industry
Graduate Fashion Week: We look at the future of the industry
Indicator: Contemporary
- 22 Menswear, Pitti Uomo Show:** Drapers reports from the Florence show
Kidswear, Bubble Show: Trends from the kidswear show
Indicator: Young Fashion
- 29 The Drapers Multichannel Magazine:** Our second report focused on multi-channel shopping
Indicator: Mainstream footwear



JULY

- 6 Menswear, Milan:** Men's fashion, we pick out the best from the catwalks
Menswear, Paris: This time it's the best from the Parisian catwalks
Kidswear, Pitti Bimbo: A report from the Florence kidswear show
Indicator: Contemporary Footwear
- 13 Menswear Special:** Our dedicated menswear seasonal special will focus on key trends for spring '13
Streetwear: Bread & Butter, we pull out key trends and new brands to make your tills sing
Business Feature: Property
Indicator: Premium
- 20 Womenswear Special:** Our fashion special will focus on the key trends for the spring '13 season
Womenswear, Pure Preview: We bring you news on what to look out for at Pure London
Womenswear, Mainstream Womenswear Showrooms: We visit the top London showrooms and highlight the strongest looks on show
Indicator: Mainstream
- 27 Streetwear Special:** Drapers brings you the third of our seasonal specials focused on key young fashion looks and trends
Textiles, Pitti Filati: Key trends from the textile show
Indicator: Young Fashion

AUGUST

- 3 Business Feature:** Ecommerce
Indicator: Kidswear
- 10 Streetwear:** We bring you all the news and brands from Margin
Womenswear, Copenhagen Show Report: The Great Danes show off their best brands and we bring back what is right for the UK market
Indicator: Contemporary
- 17 Womenswear, Young Fashion, Menswear:** We bring you the best brands from Pure London, Spirit and Stitch
Womenwear, Menswear, Footwear, Lingerie: We pull together the best bits from Moda, Birmingham
Indicator: Mainstream
- 24 Footwear & Accessories Special:** The final fashion special of the season, we show you the best brands in the sector
Indicator: Mainstream Footwear
- 31 Business Feature:** Technology
Indicator: Contemporary Footwear

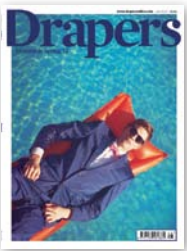
SEPTEMBER

- 7 Indicator:** Kidswear
- 14 Womenswear:** Pret-a-Porter & Who's Next, we bring you the lowdown on the Parisian shows
Footwear, GDS: Drapers picks the best from the German footwear show
Streetwear: Trends from the London Edge show
Business Feature, BCSC Special: Drapers investigates the future of bricks-and-mortar
Indicator: Lingerie

- 21 New York Fashion Week:** Drapers brings you the best from the Big Apple's catwalks
Indicator: Premium
- 28 London Fashion Week:** We show you what our capital's catwalks have to offer
Footwear, Micam Show Report: Drapers reports back from the Milan footwear show
The Drapers Multi-Channel Magazine: Our third supplement looking at multi-channel shopping
Indicator: Mainstream

OCTOBER

- 5 Business Feature:** Technology
Textiles, Premiere Vision: Trends from the French textile show
Milan Fashion Week: Drapers highlights the best shows from Milan
Womenswear, Hit or Miss: We secret shop the high street to test which womenswear retailers are packing a punch
Indicator: Contemporary
- 12 Paris Fashion Week:** A Parisian feast as we showcase the best from the catwalks
Menswear, High Street Hit or Miss: This time it's the menswear retailers who are under our scrutiny
Indicator: Premium
- 19 Business Feature:** Security
Footwear, High Street Hit or Miss: We visit the footwear retailers to see which ones on the high street hit or miss our high standards
Eveningwear: Market analysis on Christmas party wear and where you can get it
Indicator: Occasionwear



26 Business Feature: Technology in Fashion Report
Indicator: Mainstream

NOVEMBER

2 Indicator: Contemporary Footwear

9 Indicator: Premium

16 Business Feature: Supply Chain & Logistics Feature
Indicator: Lingerie

23 Drapers Awards Winners' Brochure: The 22nd celebration of all that is great in fashion and retail
Indicator: Mainstream

30 Indicator: Young Fashion

DECEMBER

7 Top 100 Power List: The top 100 most influential people in fashion revealed
Indicator: Lingerie

14 Review of the Year: We look at the issues that shaped 2011

Exhibitions, Show Calendar: Your essential guide to all the shows taking place in the next six months

Business Feature, Interiors: Visual merchandising and design
Indicator: Premium

21 Indicator: Contemporary