## AUTUMN 20 TRADE SHOW GUIDE

Your essential guide to the upcoming trade shows starts here, with Drapers’ comprehensive calendar for the season ahead.

**Compiled by KATIE IMMS**

### 11-12 DECEMBER
**Blossom Première Vision**
Carreau du Temple, Paris
+33 4 72 60 65 00
blossompremierevision.com
Fabric, leather, accessories

### 4-6 JANUARY
**London Fashion Week Men’s**
Truman Brewery, London
londonfashionweekmens.com
Menswear

### 7-10 JANUARY
**Pitti Immagine Uomo 97**
Fortezza da Basso, Florence
+39 055 369 3408
pittimmagine.com
Menswear, footwear

### 10-14 JANUARY
**Milan Fashion Week Men’s**
Venues across the city
+39 02 777 1081
milanomodauiomo.it
Menswear

### 11-13 JANUARY
**White Street Market**
Via Tortona, Milan
+39 023 459 2785 whiteshow.com
Sportswear, streetwear

### 11-14 JANUARY
**Expo Riva Schuh**
Riva del Garda Exhibition Centre and Congress Centre, Trentino
+39 046 457 0153 exporivaschuh.it
Footwear

### 12-14 JANUARY
**Top Drawer**
Olympia London
020 7384 7734 toptdrawer.co.uk
Accessories, jewellery, lifestyle

### 13-16 JANUARY
**Hong Kong Fashion Week**
Hong Kong Convention and Exhibition Centre
+852 1830 668 hktdc.com
Menswear, womenswear, accessories

### 14-16 JANUARY
**Panorama**
Berlin Tempelhof Airport
+49 30 27 59 560 40
panorama-berlin.com
Menswear, womenswear, accessories

### 14-16 JANUARY
**Selvedge Run and Zeitgeist**
Berlin Tempelhof Airport
+49 30 27 59 560 40
selvedgerun.com
Menswear, womenswear, footwear, accessories

---

Qasimi – London Fashion Week Men’s spring 20
Megan Calcutt  
Buyer, Cordelia James

I’ll be going to Pure, Scoop and Top Drawer in London, as well as Who’s Next, and Maison et Objet in Paris. I find these shows really cater to Cordelia James’s customers, and a lot of the brands that we buy from are always there.

Paris is particularly good for finding new brands that you can’t get at London shows – like German womenswear label Rundholz, which we discovered there. Paris – especially Who’s Next – is also a bit more quirky than the offering in London.

That said, I’ve been attending Scoop since it launched [in 2011] and Pure for years – they have brands that we stock, such as fashion and accessories label Yavi, so it makes sense to continue in terms of writing orders and to network. Scoop attracts slightly higher-end designers – ideal for us – and we like to discover the different names that exhibit there, such as Mercy Delta. It’s also lovely being in the Saatchi Gallery [where Scoop is usually held], as it’s a beautiful space and we can get around it in one day.

Another show that I’d like to visit is Revolver in Copenhagen. I’ve heard great things from other buyers, and Scandi fashion is amazing, but it’s difficult finding the travel time.

I’ve started to see the same big brands at every show and fewer of the smaller labels we used to find – both in London and Paris. Trade shows used to be exciting, inspiring places for buyers to discover up-and-coming brands, but rising costs of exhibiting mean many designers can no longer afford it. I’m not sure how, or if, this can change, but it would be good to see more start-ups exhibiting.

14-16 JANUARY  
#FashionTech Berlin  
Aletto Hotel, Berlin  
+49 30 629 0850  
fashiontech.berlin

Technology

14-16 JANUARY  
Neonyt  
Berlin Tempelhof Airport  
+49 69 7575 5855  
neonyt.messefrankfurt.com

Sustainable fashion,  
womenswear, menswear

14-16 JANUARY  
Premium  
Station Berlin  
+49 30 629 0850  
premiumexhibitions.com

Womenswear, menswear

14-16 JANUARY  
Seek  
Arena Berlin  
+49 30 208 8913 400  
seekexhibitions.com

Womenswear, menswear

14-16 JANUARY  
Show & Order  
Kühlhaus Berlin  
+49 30 629 0850  
showandorder.de

Womenswear, menswear

14-19 JANUARY  
Paris Fashion Week Men’s  
Venues across the city  
+33 1 42 66 64 44  
fcm.paris

Menswear

15-16 JANUARY  
The London Textile Fair  
Business Design Centre, London  
+44 2034781450  
theontextilefair.co.uk

Textiles, accessories

16-18 JANUARY  
Pitti Immagine Bimbo 90  
Fortezza da Basso, Florence  
+39 055 369 3408  
pittimagine.com

Kidswear

16-20 JANUARY  
Welcome Edition  
71 rue de la Fontaine au Roi, Paris  
welcomeeditionsshowroom.com

Menswear

16-21 JANUARY  
London Show Rooms,  
Paris Menswear  
Atelier Richelieu, Paris  
020 7759 1992  
britishfashioncouncil.co.uk

Menswear

17-19 JANUARY  
Tranoï  
Palais de la Bourse, Paris  
+33 1 53 01 84 90  
tranoï.com

Menswear, womenswear

17-19 JANUARY  
Man Paris  
Place Vendôme, Paris  
+33 9 67 42 01 41  
manwomanshows.com

Menswear

17-20 JANUARY  
Who’s Next  
Paris Expo Porte de Versailles  
+33 1 40 13 74 83  
whosnext-tradeshow.com

Women’s, sports/street/denim,  
ethical, accessories, footwear

18-20 JANUARY  
Interfilière Paris  
Paris Expo Porte de Versailles  
+33 1 47 56 32 42  
january.interfiliere-paris.com

Lingerie, swimwear, materials

18-20 JANUARY  
Salon International de la Lingerie  
Paris Expo Porte de Versailles  
+33 1 97 56 32 42  
saloninternationaldelalingerie.com

Lingerie, swimwear
I’m hoping to attend Pitti Uomo in Florence this year but it’s proving quite difficult to organise flights. Apart from that I’ll be at INDX and then wholesale shows that agencies host in Manchester. Pitti is good for inspiration, and I like INDX because I always know what brands are going to be there, and that there will be a solid selection of good, basic stockists. This is handy for me right now as Buckley Menswear is relatively new, so big brands won’t even speak to me at the moment – even though I’ve been working in the industry for 35 years.

I went to Jacket Required in London last year, which I haven’t done for a few seasons, but it’s not really my market. That said, I did pick up [British heritage brand] Peregrine Clothing, and it’s always good to see what else is going on, and to check that I haven’t missed any exciting new brands.

Aside from finding new brands and designers, and catching up with existing clients, trade shows are good because they offer businesses a chance to network.

I like to speak to other visitors and exhibitors about market conditions and what is working for them, and to socialise in general.

**BUYER’S VIEW**

Philip Buckley
Owner, Buckley Menswear

I’m hoping to attend Pitti Uomo in Florence this year but it’s proving quite difficult to organise flights. Apart from that I’ll be at INDX and then wholesale shows that agencies host in Manchester. Pitti is good for inspiration, and I like INDX because I always know what brands are going to be there, and that there will be a solid selection of good, basic stockists. This is handy for me right now as Buckley Menswear is relatively new, so big brands won’t even speak to me at the moment – even though I’ve been working in the industry for 35 years.

I went to Jacket Required in London last year, which I haven’t done for a few seasons, but it’s not really my market. That said, I did pick up [British heritage brand] Peregrine Clothing, and it’s always good to see what else is going on, and to check that I haven’t missed any exciting new brands.

Aside from finding new brands and designers, and catching up with existing clients, trade shows are good because they offer businesses a chance to network.

I like to speak to other visitors and exhibitors about market conditions and what is working for them, and to socialise in general.
26-27 JANUARY
Modefabriek
RAI Amsterdam
+31 20 4421960
modefabriek.nl
Womenswear, menswear, streetwear

26-28 JANUARY
INDX Menswear & Footwear
Cranmore Park, Solihull
0121 683 1417
indxshow.co.uk
Menswear, footwear

28-31 JANUARY
Copenhagen Fashion Week
Venues across the city
+45 70 77 72 77
copenhagenfashionweek.com
Womenswear, menswear

29-31 JANUARY
CIFF
Bella Center Copenhagen
+45 3247 2113
ciff.dk
Womenswear, menswear, footwear

29-30 JANUARY
Fashion SVP
Olympia London
020 8771 3555
fashionsvp.com
Womenswear, menswear, kidswear, lingerie, footwear, accessories

29-31 JANUARY
Revolver
Halmortvet 11, Copenhagen
+45 3964 8586
revolver.dk
Womenswear, menswear

2-4 FEBRUARY
Curve New York
Javits Center, New York
+1 212 993 8598
curve-newyork.com
Lingerie, swimwear

3-5 FEBRUARY
New York Fashion Week Men’s
Venues across the city
+1 212 302 1821
cfda.com
Menswear

4-6 FEBRUARY
INDEX Womenswear & Footwear
Cranmore Park, Solihull
0121 713 4505
indxshow.co.uk
Womenswear, footwear

4-6 FEBRUARY
Liberty Fairs Las Vegas
Sands Expo, Las Vegas
+1 212 473 4523
libertyfairs.com
Menswear, womenswear

4-6 FEBRUARY
Milano Unica
Rho Fieramilano, Milan
+39 02 6610 1105
milanounica.it
Textiles

4-6 FEBRUARY
Munich Fabric Start
Munich Order Center
+49 89 45 22 470
munichfabricstart.com
Textiles

4-7 FEBRUARY
Sourcing at Magic
Mandalay Bay Convention Centre, Las Vegas
+1 877 554 4834
magicfashionevents.com/en/shows/sourcingmagic.html
Womenswear, menswear, textiles, technology

5-7 FEBRUARY
Pool
Mandalay Bay Convention Center, Las Vegas
+1 218 740 6873
magicfashionevents.com/en/shows/pooltradeshow.html
Menswear, womenswear, accessories

5-7 FEBRUARY
Project
Mandalay Bay Convention Center, Las Vegas
+1 218 740 6873
magicfashionevents.com
Menswear, womenswear

6-7 FEBRUARY
Vegas Edge
Alexis Park Resort, Las Vegas
0116 279 5179
londonedge.com
Alternative fashion

6-8 FEBRUARY
Momad
IFEMA Feria de Madrid
+34 91 722 30 00
ifema.es/en/momad
Womenswear, menswear, kidswear

6-13 FEBRUARY
New York Fashion Week
Venues across the city
nyfw.com
Womenswear

9-10 FEBRUARY
INDX Kidswear
Cranmore Park, Solihull
0121 683 1415
indxshow.co.uk
Kidswear

9-11 FEBRUARY
Woman New York
Venue to be confirmed
+33 9 67 42 01 41
manwomanshows.com
Womenswear
9-11 FEBRUARY
Pure London
Olympia London
020 3855 9550 purelondon.com
Womenswear, menswear, footwear, kidswear, lingerie, accessories, sourcing

9-11 FEBRUARY
Scoop
Old Billingsgate, London
020 3545 9724 scoop-international.com
Womenswear, accessories, lifestyle, fragrance

10-12 FEBRUARY
Cabana & Capsule New York
Venue to be confirmed
+1 212 473 4523 cabanashow.com
Womenswear

10-13 FEBRUARY
Texworld and Texworld Denim
Le Bourget Exhibition Centre, Paris
+33 1 40 35 09 00 texworld.fr.messefrankfurt.com
Textiles

10-13 FEBRUARY
Apparel Sourcing Paris
Le Bourget Exhibition Centre, Paris
+33 1 40 35 09 00 apparel-sourcing-paris.fr.messefrankfurt.com
Menswear, womenswear, childrenswear, accessories

10-13 FEBRUARY
Avantex
Le Bourget Exhibition Centre, Paris
+33 1 40 35 09 00 avantex-paris.com
Menswear, womenswear, textiles, accessories

10-13 FEBRUARY
Leatherworld
Le Bourget Exhibition Centre, Paris
+33 1 40 35 09 00 leatherworld-paris.fr.messefrankfurt.com
Leather

10-13 FEBRUARY
Shawls & Scarves Paris
Le Bourget Exhibition Centre, Paris
+33 1 40 35 09 00 fr.messefrankfurt.com/paris/en/our-tradeshows/shawlsandscarves-paris.html
Textiles, accessories

11-13 FEBRUARY
Children’s Club
Javits Center, New York
+1 877 554 4834 childrensfashionevents.com
Kidswear

11-13 FEBRUARY
Coterie
Javits Center, New York
+1 877 554 4834 ubmfashion.com
Womenswear

11-13 FEBRUARY
Fame
Javits Center, New York
+1 877 554 4834 ubmfashion.com
Womenswear

BUYER’S VIEW

Sally Gott
Co-owner, Sass & Edge

We’ve planned our shows already this year, and are going to Pure and Scoop in London, Revolver in Copenhagen and Who’s Next in Paris. We’re also going to some of the New York shows for the first time this year.

We’ve never really explored US brands that much, so we thought we’d have a look – especially now that everyone already knows and sells Scandi labels. We always want to stay ahead of the curve and keep new designers coming in.

Scoop, Revolver and Who’s Next are the three main shows that we go to, though, because they always have brands that we like and buy.

We don’t rely on trade shows for finding new brands – we use them as an extra for picking up the odd gem or when we can’t find the agent of a brand we like. We prefer to go shopping ourselves and to see what we like in other shops, online or on Instagram, and then get in touch with brands directly.

The problem nowadays is that trade shows are becoming more and more expensive to show at, so new brands can’t afford to exhibit. It’s a shame because it puts young start-ups off: it costs too much money for too little footfall. I’d like to see shows lower their prices and open them back up to smaller brands again, rather than just the big names.
11-13 FEBRUARY
Première Vision Paris
Parc d’Expositions, Paris
+33 4 72 60 65 55
premierevision.com
Yarns, fibres, textiles

14-18 FEBRUARY
London Fashion Week
Store Studios, 180 Strand, London
020 7759 1999
londonfashionweek.co.uk
Womenswear

14-18 FEBRUARY
London Fashion Week Designer Showrooms
Store Studios, 180 Strand, London
020 7759 1965
londonfashionweek.co.uk/designer-showrooms
Womenswear

14-18 FEBRUARY
London Fashion Week Festival
Store Studios, 180 Strand, London
020 7759 1999
londonfashionweekfestival.com
Womenswear, menswear

16-17 FEBRUARY
London Edge
Business Design Centre, London
0116 279 5179
londonedge.com
Alternative fashion

16-18 FEBRUARY
CHSI Stitches
NEC, Birmingham
01425 272711
chsi.co.uk
Craft, textiles

16-18 FEBRUARY
INDX Intimate Apparel
Cranmore Park, Solihull
0121 713 4453
indxshow.co.uk
Lingerie

16-19 FEBRUARY
Micam
Fiera Milano, Milan
+39 02 432 8291
themicam.com
Footwear, accessories

16-19 FEBRUARY
Mipel
Fiera Milano, Milan
+39 02584511
mipel.com
Footwear, accessories

18-20 FEBRUARY
Asia Apparel Expo Berlin
Messe Berlin
+852 2700 6726
asiaapparelexpo.com
Footwear, womenswear, menswear, kidswear, textiles

18-24 FEBRUARY
Milan Fashion Week
Venues across the city
+39 02 777 1081 cameramoda.it
Womenswear

20-23 FEBRUARY
Pitti Immagine Super
Padiglione Visconti, Milan
+39 055 3693408
pittimmagine.com
Womenswear, accessories

20-23 FEBRUARY
White Milano
Via Tortona, Milan
+39 02 3459 2785 whiteshow.com
Womenswear, accessories

23-25 FEBRUARY
Moda
NEC, Birmingham
0203 855 9550 moda-uk.co.uk
Womenswear, menswear, footwear, accessories

24-27 FEBRUARY
Collection Première Moscow
Expocentre Moscow
+7 495 955 91 99 664
cpm-moscow.com
Womenswear, menswear, kidswear, lingerie

24 FEBRUARY-3 MARCH
Paris Fashion Week
Venues across the city
+33 1 42 66 64 44 fhcm.paris/en/
Womenswear

25-27 FEBRUARY
Spinexpo 35th Session Shanghai
Shanghai World Expo Exhibition and Convention Center
+33 06 61 53 6000
spinexplore.com
Fibres, yarns, knitwear

28 FEBRUARY - 1 MARCH
Woman Paris
7 Place Vendôme, Paris
+33 9 67 42 01 41
manwomanshows.com
Womenswear
28 FEBRUARY-2 MARCH
Premiere Classe
Jardin des Tuileries, Paris
+33 1 40 13 74 74
premiere-classe.com
Accessories

28 FEBRUARY-2 MARCH
Tranoï Paris: Women’s
Palais de la Bourse, Paris
+33 1 53 01 84 90 tranoi.com
Womenswear

8-10 MARCH
Gallery Shoes
Areal Böhler, Düsseldorf
+49 211 4396 320
gallery-shoes.com
Footwear, accessories

9-11 MARCH
Label Array
California Market Center, Los Angeles
+1 213 630 3600
californiamarketcenter.com/labelarray
Womenswear, kidswear, footwear, accessories

11-12 MARCH
Textile Forum
One Marylebone, London
07878 764645
textileforum.org.uk
Textiles

11-13 MARCH
CHIC Shanghai
National Exhibition and Convention Center, Shanghai
+86 010 6505 4123
en.chiconline.com.cn
Womenswear, kidswear, menswear, footwear, accessories

20-22 MARCH
Première Vision Istanbul
Istanbul Congress Center
+33 4 72 60 65 34
premierevision-istanbul.com
Yarns, fibres, textiles

24-25 MARCH
INDEX Accessories
Cranmore Park, Solihull
0121 713 4453
indexshow.co.uk
Accessories

BUYER’S VIEW
Shirley Leader
Owner, Velvet & Rose
normally only go to Pure in London and Moda in Birmingham, but I’m considering France as well this year, as I’ve never been to any of the international shows.

For me, trade shows are definitely still useful, but it really is up to visitors to make the most of them. I always do my homework beforehand and go armed with a list of brands that I want to find – this helps as I normally only have one day to visit. That said, organisers could make visitors’ lives a bit easier by making maps interactive online, so that we can better find stands rather than wandering around.

I would also like brands to offer buyers greater flexibility, by reducing or offering a no minimum order when buying stock. The retail landscape is changing, and they need to acknowledge that.

I’ve also noticed a lot of the same brands exhibiting at all of the shows, while smaller names are hosting their own showrooms nearby.

This helps them to cut costs but can be time-consuming for buyers, as we often have to make two separate trips rather than just going to the shows.
We always go to a lot of shows in the winter as they are a lot more “meaty” than the summer season.

We need to stay ahead of the game, and I find that it’s the best time for The Mercantile to launch any new brands. This year we’ll be at Pure and Scoop in London, Paris Man, as well as Premium and Seek in Berlin and Revolver and CIFF in Copenhagen.

I find it helps to occasionally have a season off from visiting the shows. Otherwise, it can feel like you’re experiencing exactly the same show year in, year out – mainly because it’s the same brands exhibiting, in exactly the same places.

We sometimes skip Paris for this reason, and also because we can see most of the brands in a showroom in London.

Having a season away means we return to shows with a refreshed palate, and can see the newness with a fresh pair of eyes.

The problem right now is that trade shows lack newness. Seek [Berlin] stands out in that it is doing something different – we’ve already bought some great ethical brands that we discovered there.

While I completely understand that it’s a very difficult time for the sector and there aren’t loads of new brands launching all the time, trade shows should leave buyers feeling inspired.

At the moment, they’re all a bit disappointing.