

Virtual trade event September 13-25 2020



EUROVET
AMERICAS

curve connect

curve connect

the #1 B-to-B digital event for intimates in North America

Produced by **Eurovet**, the world-leading tradeshow organizer for the intimate apparel industry, Curve brings the intimate apparel community together to meet online September 13-25. The show remains the one-stop shopping experience for the whole industry in North America (lingerie, swimwear, loungewear, activewear) welcomes suppliers, designers, brands, and retailers all at once.

Curve New York - our flagship event - has been the reference point in the intimate industry for the past 13 years. The August 2019 show was a strong edition with over 200+ exhibiting brands and 1,800+ qualified buyers in attendance.

Grip our platform developing partner
award-winning AI powered matchmaker

Grip is the leading AI-powered event matchmaking solution empowering professionals to achieve their business goals. As a multi award-winning global leader in AI-powered matchmaking, Grip is a true innovator with event success as a primary focal point. The technology enables a higher return on time for professionals, and a higher return on investment for exhibitors.

“I never miss a Curve show! I’m looking forward to reconnecting in any way we can - and I’m sure there will be some silver linings for us all & discoveries made through this new virtual platform.”

Larisa Olson owner of Chantilly Lace of Wilmette, IL

curve connect is more buyer leads

curve remains your #1 platform for **1:1 meetings** with regular clients, this time in virtual meeting rooms

... but also the opportunity to **browse, connect with and meet new buyers and stores** thanks to artificial intelligence powered matchmaking



#digitalfoottraffic
curve connect

curve connect is an AI business platform

“ Exhibitors using Grip saw 41% increase in lead capture. Grip software uses Artificial Intelligence to enable trade show participants to connect with the right people efficiently. ”

Network smarter with **personalized client recommendations** for a higher return on investment thanks to an AI-powered matchmaking solution

Arrange meetings with existing clients or **“shop” for new accounts by instantly requesting to chat or meet**

List / push your collections and products

Access the whole list of visitors at all times

The screenshot displays the Curve Connect user interface. On the left is a navigation menu with sections: NETWORK (Recommended for You, Interested In You, My Connections, My 'Interested' List, My 'Skip' List), SCHEDULE (My Schedule, Event Agenda), and MORE (Exhibitor, Exhibitor Reps, Products, Visitors). Below the menu is a 'GET THE APP' section with a 'Copy the App Link' button. The main content area is titled 'Recommended for You' and features three user profiles: Laura Schneider (CURVE Buyer Marketing), Luis Paredes (Guest Publisher), and Andrea Lazaro (CURVE Buyer). Each profile has an 'Interested' button and a 'Skip' button. Below the profiles, there are sections for 'Product Categories Interested' (Loungewear and Lingerie), 'Potential Handshake' (Laura Schneider is interested in meeting you), and 'Common Connections' (Raphael Camp).

The screenshot shows the 'My Schedule' section. It includes filters for 'Dates' and 'Meeting Status'. The schedule is displayed for 'Friday 1 May' and 'Friday 8 May'. The Friday 1 May entry shows a meeting at 2:30pm-3:30pm titled 'The effect of COVID-19 on retail', which is a 'Live Streaming' event. Participants listed are Danny Koch (Owner Town Shop) and Luis Paredes (Publisher). Status options include 'Good', 'Didn't Attend', and 'Bad'. The Friday 8 May entry shows a 'Meeting: Laura Schneider' at 5:15pm-5:30pm in a 'Virtual Meeting Room'. Status is 'Pending'. Action buttons include 'Accept', 'Message', 'Reschedule', and 'Decline'.

An all-in-one Exhibitor Meeting Management solution fully integrated with our Event Matchmaking platform – **doubles your leads and increase sales efficiency**

curve connect

curve connect is more educational content

curve is still the stage for industry-relevant **panels and events**, now being hosted as webinars streaming online.

... Take the opportunity to host **your own 1-hour webinar and presentation** to get more exposure and attract new clients



#curveconnect

"I am truly touched by the energy and the determination of many of the retailers. I guess this is the American spirit, never give up."

LOUISA BRACQ

"We have been following the webinars - awesome content! Well done guys!"

CAKE LINGERIE

"Just wanted to thank you for setting up all the webinars and the support you've shown us during this time. We are really the best retail industry in the world."

SWEETEST SIN BOUTIQUE



Managing your Bra Fitting/Lingerie Business When the Front Door is Locked

REPLAY



Lynn Switanowski

Webinar Series

Tune In
Every Wednesday
@ 12:30PM EST



Wednesday, July 8th, 2020
12:30pm EST

DISCOVER 2 WAYS OF ENGAGING YOUR CUSTOMERS
ONLINE: Virtual Fitting Experience with Cosabella & Zoom
Shopping with Chantilly Lace

Hosted by Guido Campello, CEO and Creative Director of Cosabella & Larissa Olsen from Chantilly Lace with the help of Anne Kelly



Hosted by Guido Campello
CEO and Creative Director
Cosabella



Hosted by Larissa Olsen
with the help of Anne Kelly
Chantilly Lace

Any technical questions or issues during the webinar?
→ Email Sarah Evans at sarah@curvexpo.com

curve connect is more business, year-round

curve provides a continuous, uninterrupted business resource to bring the intimate apparel community together & not only **matching best-fit brands and retailers**, but also matching manufacturers with brands thanks to our sister platform Interfilière.

... It is **the only global trade platform providing a one-stop shopping experience for intimates**, from fiber to fabric and manufacturing to retail, with a network of physical and virtual events in North America, Europe and Asia.

WEBINAR CONTEST: FIRST 30 WILL WIN ALI'S BOOK

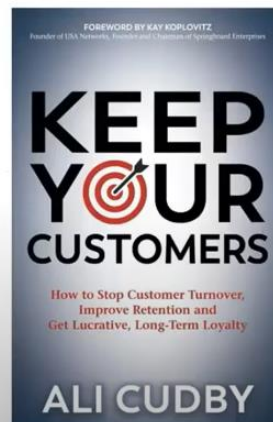
After the webinar Ali will ask you a question about her presentation

In order to win here are the steps to follow:

- Follow us on Instagram @curvexpo
- Answer the question by sending us a direct message on Instagram with:
 - Your answer
 - Your full name
 - Your address

The first 30 people to answer the question correctly will win Ali Cudby's #1 Bestselling Book: "Keep Your Customers"

Good luck
Your Curve Team



shopjournelle Introducing Liberté! We're excited to announce our newest partners @liberte, founded by @ambertolliver - "With an extensive 17-year career as a standard and plus-size model, Amber has worked for numerous lingerie brands. While garnering accolades for being a relatable inspiration to young women, her work as a model ultimately fueled her desire to create a brand that meet the needs of women who were ignored by the traditional American lingerie market."

curve connect packages

Design your virtual booth, empower your sales team, virtually chat and meet with buyers from across the country from **September 13-25**.

Each package includes: your dedicated brand profile page to display your brand biography, product categories + key products offered, and your team members that buyers can instantly connect with for a meeting.

Essential Functions

- Tailored AI matchmaking
- In-platform meeting capabilities
- Access to Curve's webinars

Company Profile

- Embedded YouTube video
- Number of staff member profiles / access

Exhibitor Catalogue

- Number of products / lines on display

Marketing & Networking

- Outstanding meeting invites (per staff member)
- Logo on the pre-show directory
- Automatic feature in Curve Newsletters

Start-up

Standard

VIP

Contact our sales team for pricing

Additional Exposure Opportunities



Curve connect

→ Stand out on the virtual platform

Push Notification

Embedded YouTube Video

Premium Brand Listing

Brand Logo on Sidebar

Sponsored Webinar *

- Hour long brand presentation
- Featured by default on every attendee schedule
- Worldwide audience
- Average of 820 Registrations / 260 attendees per event



Pre-Show Digital Directory

→ Emailed to registered buyers prior to event

→ Accessible on the Curve website

Digital Directory Full Page Ad

Priority Listing with Logo

Digital Directory Logo



Social Media

→ Reach out to our audience of 10,132 followers

Sponsored Facebook / Instagram post

- Average Impression per post: 1,215
- Average engagement rate per post = 77% (+6.5%)
- Total likes received in the past three months: 5,329

Extended deadline: Aug. 21st

Sourcing & Sustainability
Redefining Values
Wednesday, July 15th 12:30PM EST

Are the changes that we have witnessed during lockdown become permanent features of our daily lives? There is much talk about younger consumers growing up with fundamentally different values and attitudes, thus demanding companies to act ethically and responsibly. As the intimate apparel industry faces its own reset, what are the challenges which lie ahead regarding sourcing, sustainability, transparency, and branding?

Moderated by **Tricia Carey**
Director of Global Business Development Apparel
Lenzing Fibers

Pat Tabassi
Product Development & Marketing Manager
Design Knit, Inc.

Larissa Shirley King
Senior Designer
Hanky Panky, Ltd.

Nora Shaughnessy
Director of Product
BNSTH

Barbara Ross
Owner & Director of Design
Scater Fabrics Inc.

Hosted by:
Tencel **curve**

Register Now

What's Trending

Our Favorite Styles to Buy Now



Lux Loungewear
[Skin](#)



Pop of Color
[Cosabella](#)



Art Inspired Prints
[Kilo Brava](#)



Zoom Class Ready Sports Bras
[Freya](#)



Buyer emailings

→ Sent weekly to verified buyer database

Targeted e-blast Sent to Curve's Database
Newsletter Feature (per newsletter)

Join and meet curve's top attendees

"Thanks for your new exhibitor suggestions. I found several new accounts that I ordered/will be ordering from!!"

- Sugar Cookies, New York City

Alla Prima	Embrasse-Moi	Macy's
Allure Intimate Apparel	Everything but Water	Maison Bleue
Aristelle	Eyelet Dove	Nancy Meyer
Azaleas	Free People	Narcisse
Barenecessities.com	Freshpair	Neiman Marcus
Basics Underneath	Freudian Slip	Net A Porter
Belle Mode Intimates	Galatea	Oh Baby Lingerie
Beneath It All	Gazebo	Ooh La Lace
Bergdorf Goodman	HerRoom.com	Petticoat Lane
Bits of Lace	Hope Chest	Rigby & Peller
Bloomers	IC London	Saks Fifth Avenue
Bloomingdales	Iris Lingerie	Shopbop
Bras Galore	Jenette Bras	Soxbox Accessories
Bravo Boutique	Journelle	Sugar Cookies
Brooklyn Fox Lingerie	Julian Gold	Suzette Hosiery
Christina's	La Petite Coquette	Sweetest Sin
Claire de Lune	La Maison Simons	The Bra Shoppe
Collange Lingerie	Lace & Day	The Lingerie Shoppe
Coup de Foudre	Le Boudoir	TJX
Dain Shoppe	Linea Intima Lingerie	Top Drawer
Debra Lingerie	Lingerie On Lex	Town Shop
David's Bridal	Lilies & Lace	Trousseau
Dillard's	Liz Steinfeld	Urban Outfitters
Donna Bella Lingerie	Lulu's	Vy's Closet
		Zulily

58% of visitors are very satisfied with Curve
(industry average = 28%)

98% say they will likely attend future events

Source: explori, survey, August 2019

AN INTIMATE CHAT WITH SPECIALTY STORES

Continuing the Conversation



Ellen Lewis
Lingerie Briefs



Sarah Wiener
Trousseau



Holly Powell
The Pencil Test



Robynne Winchester
Revelation in Fit



Dani Mountain &
Lindsay Hyle
lia



Amie Heenan & Holly Heenan
Melmira Bra and Swim



Rachel Wentworth
Forty Winks



Lindsey Burnett
Bustin Out



Rosa Viola Harris
Vy's Closet

Moderated by Ellen Lewis, Lingerie Briefs

Wednesday, June 17th 12:30PM EST



Virtual trade event September 13-25 2020

Extended deadline: Aug. 21st

Contact: Murphy Connolly

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