

CURVEXPO

MODE LINGERIE & SWIM

PRE-SHOW PRESS RELEASE

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CURVEXPO is preparing to present the Fall/Winter 2015 collections of more than 350 Intimate, Swimwear and Men's Underwear brands to the top North American retailers this February.

To open the season, CURVEXPO has launched a new website, dedicated to connect brands and buyers before the shows even begin. All site features aim to enhance appointment booking. The new impactful editorial homepage highlights the exhibiting brands profile and latest news. Buyers can select brands through the powerful search engine and easily book appointments with them. In the exhibitor's personal space, brands manage their appointments and take advantage of useful marketing tools to maximize their exposure. Visitors also have their personal space: they can consult the interactive floor plan and favorite brand page, 2 new great features to effectively organize their time at the shows. With CURVEXPO's new website, preparing for the show has never been easier!

On the West coast, CURVENV LAS VEGAS is taking place on February 16-17, 2015 at the Venetian Hotel, with over 100 exhibiting brands attracting the best west coast buyers. We are excited to present new exhibiting brands such as Exes and OHS Intimates, Joe's Intimates, Seamless Thread, Tush Skivvies, Unique Vintage and many others!

Retailers will be welcomed with a breakfast on both morning of the shows and on the first night of the show (5PM) CURVEXPO will offer a glass of wine and a plate of cheese to entertain the last meetings of the day in style! Eveden Fit School will be catering to the west coast buyers and help them learn the best fit techniques over the course of the two day show. A concise class - getting to know and learning to love cup size swimwear - will be of interest to swimwear retailers.

On the East Coast, CURVENY NEW YORK will take place on February 22, 23 & 24, 2015 at the Javits Center. This always popular show, will introduce new exhibitors in both Intimate Apparel and Swimwear categories. Among them: Amoena, Bandelettes, Cupcake Nursing Pads, Control Body, Emilio Cavallini, Entyce, Falke, Fantasy Lingerie, Whitney Bissette, Gem Picket, Hanes, Champion, Bali/Lilyette, Barely There, Maidenform/Flexees, Playtex, Heidi Klum Intimates, I.C. London, Joe's Intimates Kina Swimwear, Love Stories, Lunadi Seta, Ermenegildo Zegna Underwear, Maison du Soir, Neiwai Intimates, Nubian Skin, Paloma Casile, Polkadot, Pegggers by Therafirm, Gogo by Therafirm, Seamless Thread, Slick Chicks, Something Wicked, Sophie B, Street People Atelier, ART, Uberlube, Ysabel Mora, Zhouli... Don't miss the chance to stop by their booth, welcome them to CURVENY NEW YORK and discover in exclusivity their Fall/Winter 2015 collections.

During its 3 day show, CURVENY NEW YORK will host many exciting and informative events:

- The show will open its doors with an introductory get-together breakfast. Buyers will get a 30-minute crash course on how to shop CURVENY NEW YORK and learn to look for brands and events not to be missed.
- The popular Eveden Fit School for lingerie is returning once again with several workshop and seminar throughout the 3 days. Participants will be treated to product knowledge, the latest fitting methods and insider style secrets.
- A seminar on the Art of Upselling will be conducted by Ali Cudby, CEO of Fab Foundations and Author of 7 Steps to Boost Your Lingerie Business. Ali will help think outside the box and develop business with upsell accessories and products.
- For the first time at CURVENY New York, The Lingerie Consortium is presenting its buying group for independent lingerie brick and mortar store owners. Attendees will get a chance to learn more about their Preferred Suppliers and how joining the organization can help them be more profitable and effective.

- New this season, a very practical Social Media Seminar where a panel of retailers will share their experience and expertise with social media. We will learn how social media has impacted their business, and what their best practices are.
- PROMOSTYL will guide retailers' shopping experience with a Fall/Winter 2015 trends presentation, and a Spring/Summer 2016 sneak peek preview will be presented to designers. Promostyl and CURVEXPO collaborate to present an improved trend lounge where Promostyl will pull pieces from the show floor to illustrate the Fall/Winter 2015 trends. A trend wrap up session will be held on the platform every evening and a contest for the best trend wall picture posted on Instagram will reward a lucky winner with a \$100 AmEx card (tag #trendrack).
- CURVEXPO's CEO Pierre Nicolas Hurstel will introduce a EUROVET video presenting the Spring-Summer 2016 season trend directions for fabrics and accessories. Fresh from Interfilière Paris Jan. 2015, this video will offer brands and designers a sneak preview of the upcoming fabrics and accessories trends in the intimates, swimwear and performance apparel markets.

In addition to the trade show, CURVENY NEW YORK will host a second edition of its "Lingerie Fashion Night" event on the evening of February 23rd, 2015 at Location 05, co-organized with LYCRA®. The 2015 runway show, *Romancing the Runway*, will feature a diverse group of models showcasing pieces from Fall/Winter 2015 collections from the industry's top brands: Ajour, Anita Active, Anita Care, Anita Comfort, Anita Maternity, Blackspade, Chantelle, Curvy Couture, Elomi, Evollove, Fantasie Lingerie, Fantasie Swim, Fayreform, Freya Lingerie, Freya Swim, Heidi Klum Intimates, Huit, Leo, Leo Shapewear, Leonisa, Leonisa Shapewear, Prima Donna, Marie Jo, Rosa Fai, Stella McCartney Lingerie, Wacoal, Addiction Nouvelle, Addiction Lingerie, Amoena, B.Tempt'd, Cleo by Panache, Commando, Donna Reis, Eberjey, Empreinte, Luna di seta, Maison Lejaby Elixir, Maison Lejaby Premium, Montelle Intimates, Natori + Support, Panache, Panache Black, Panache Sport, Panache Swim, Simone Pérèle, Skarlett Blue, Zegna, Bordelle, Erica M., Fleur of England, Samantha Chang...

Invited guests, such as top press and chief buyers from major department stores, key boutiques and online retailers will enjoy an exciting evening surrounding lingerie and swim week in a stunning venue with cocktails, networking, and the much anticipated runway show.

On both coasts, we are repeating not only the Personal Shopper Program but also the very popular and successful New Account Program. For every new order placed with a new brand, buyers are offered the chance to win a round trip to Paris to visit Mode City Paris on July 4-6, 2015.

Also on both coast, the exclusive 20140 Hotel Resort & Spa Program where a selection of 40 Intimate Apparel & Swimwear exhibiting brands that have the best resort hotel offering, meet and exchange with 20 top resort Hotel industry leaders. CURVEXPO has decided to offer this exclusive program to help its brands grow in this channel while offering a more comprehensive and revenue generating assortment to the resort/hotel and spa boutiques.

CURVENY LAS VEGAS will hold the program's second edition, with returning resorts and hotel management groups such as WTS International, Beverly Wilshire Four Season Hotel, Blue Start Resorts & Golf in Arizona as well as newcomers like The Cosmopolitan Hotel of Las Vegas and many more...

CURVENY NEW YORK will present its first edition for brands exhibiting at both CURVENY New York and CURVENY Las Vegas. They will meet and exchange with top Manhattan Hotels and Upstate, CT, PA, NJ Resorts Hotels.

Stay tune with Tweeter@curvexpo, Facebook/curvexpo and Instagram #curvenv #curveny to follow the show live and share your experience!

For more information, please visit our website www.curvexpo.com or contact us at:

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