

August 2014 Global PR

Las Vegas – August 18th, 2014

After another successful showing of the Spring-Summer 15 on the East Coast at CURVENY NEW YORK (August 3, 4, 5) CURVEXPO travelled to CURVENV LAS VEGAS (August 18 & 19) to present a diverse selection of leading and upcoming designer intimate and swimwear brands to welcome key buyers from the West Coast.

Once again, the show has proven to be the one stop shop for buyers looking for Lingerie, Swimwear, Mens Underwear, Loungewear etc... with stable numbers of buyers from August 2013 attending the two-day show. The intimate setting of CURVENV LAS VEGAS offered a bright and airy atmosphere, encouraging buyers to shop the floor and write orders.

Stores such as Purrmission Lingerie, Calla Lily, Sea Cup and Up, Barbara's New Beginning, Foundation 45 all expressed how much they love coming to CURVENV LAS VEGAS to do their shopping at the convenience of their own doorstep. The proximity, show set-up and brand diversification makes them continue to be loyal attendees and customers. For the brands, in particular, Lise Charmel, Yummie by Heather Thomson and Wacoal mentioned how this session of CURVENV LAS VEGAS was their best show session yet.

CURVENV LAS VEGAS introduced the 20|40 program, the first ever Resort Hotel and Spa program organized by a swim and lingerie show. This exclusive program brought together 20 Top Resort and Hotel Industry leaders representing more than 350 properties with a selection of 40 Intimate Apparel & Swimwear exhibiting brands. To name some of the resort and hotel management groups, we had WTS International, the Sea Island Resort in Georgia, The St. Regis Monarch Beach in California, The Westmoor Club in Massachusetts, The Boulders in Arizona, The Four Seasons – Toronto and Beverly Hills among others. These prestigious resort, spa and hotel representatives had the chance to meet with brands that have some of the best resort and hotel offering, such as: Babajaan, Blush, Eberjey, LELO, Love Haus, Maison de Papillon, Miraclesuit Swimwear, Orlebar Brown, Samantha Chang, Trina Turk, UGG, Vannina Vespririni and many more...

All the brands received buyer profiles with full information and provided amazing products that have been combined into a unique gift bag. After the buyers toured the show floor, the evening continued with a workshop and dinner. On Tuesday, more than 120 appointments were booked by CURVEXPO, between the Hotel & Resort representatives and the brands.

The evening proved to be successful networking event. The workshop identified the synergies between the Hotels, Resorts and Spas purchasing needs and constraints, as well as went over their buying patterns and much more. The brands also received insight on how to adapt their collections for Resort/Hotel and Spa boutiques while these resorts also discovered how intimate apparel brands could compliment their existing offering. Throughout the evening some of the main ideas covered were how brands should not be afraid to receive small orders as they can lead to great relationships and create long-term partnerships. It is more important to seek out the best resort/hotel buyers and build these strong relationships and partnerships so as to learn to understand each other; it is not necessarily about the numbers. In addition, the Resort & Spa representatives discussed several important points for vendors to take away, some of which included: the necessity of in-depth product knowledge, the importance of large margins, trade-out/return possibilities, support needed for brand marketing and much more...

Maintaining its prestigious position as the Leading Intimate, Swimwear and Men's Elegance Show, CURVEXPO looks forward to putting together future editions of the 20|40 Spa Program as well as will implement new features for 2015 including a new web platform, expanded VIP retailer program and extended outreach to new, emerging designers. More than ever, CURVEXPO is focusing on innovations to best serve the industry.

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