

 Eurovet

CURVEXPO  
MODE LINGERIE & SWIM



**CURVENV @ MAGIC**  
— MODE LINGERIE AND SWIM —  
LAS VEGAS

 UBM ADVANSTAR  
**MAGIC**

**UBM Advanstar/MAGIC Marketplace and EUROVET/CURVEXPO enter strategic alliance to launch CURVENV@MAGIC in Las Vegas twice yearly in February and August.**

First edition to be held on **August 17th, 18th, and 19th, 2015**

**New York, NY – February 17<sup>th</sup>, 2015** – UBM Advanstar, a leading US-based events and marketing services business, and producer of MAGIC Marketplace, fashion's largest global trade show, has entered into a strategic alliance with EUROVET/CURVEXPO, the global leader in lingerie and swimwear trade shows, to create a jointly owned new swimwear and lingerie show in Las Vegas.

**CURVENV@MAGIC** will bring together a vast selection of leading swimwear and lingerie brands in one place, for the first time uniting the entire swimwear and lingerie community in Las Vegas, and providing unprecedented selection and ease of shopping for international and west coast retailers. **CURVENV@MAGIC** will enable brands and retailers to build relationships, discover trends, and conduct business in a convenient, cost-effective way. **CURVENV@MAGIC** will debut in the Las Vegas Convention Center as part of MAGIC Marketplace in August 2015, and represents the merger and expansion of CURVEXPO's and MAGIC's previously separate Las Vegas shows for the swimwear and lingerie markets.

Both partners share a devotion to the needs of buyers and brands, and are thrilled to be able to create a unified marketplace for the swimwear and lingerie categories in Las Vegas. The high-touch, personalized service and global leadership for which EUROVET/CURVEXPO is known, combined with the scale and marketing power of the MAGIC Marketplace, will increase value for all participants.+

All year long, buyers will have access to the newly launched website of the show on [www.curvexpo.com](http://www.curvexpo.com), where they will be able to discover brands, their profiles, and their stories. They will also have online access to complete product collections and full e-commerce capabilities through MAGIC's retail buyer technology platform, [ShopTheFloor.com](http://ShopTheFloor.com)

Joe Loggia, UBM Advanstar's Chief Executive Officer said, "We are extremely pleased to partner with EUROVET/CURVEXPO. **CURVENV@MAGIC** allows us to be more responsive to buyers' needs by further expanding the already dynamic product offerings found at MAGIC for retailers – large or small."

Marie-Laure Bellon-Homps, EUROVET's Chief Executive Officer, said, "This strategic partnership is a great step forward; it further supports EUROVET's mission of serving and uniting the swimwear and lingerie industry in all the strategic markets worldwide."

Pierre-Nicolas Hurstel, CURVEXPO USA's Chief Executive Officer, said, "This partnership is a great combination that will allow us to better serve the west coast and international buyers by offering them a comprehensive selection of swimwear and lingerie brands. By developing a deeper, more concentrated pool of buyers, we will increase brand revenues."

Barbara Brady, Director of ISAM, the International Swimwear/Activewear Market, added, "ISAM is excited about having swim and lingerie together under one roof – it's exactly what the industry has been asking for!"

## About UBM Advanstar

UBM Advanstar, part of UBM Americas, is a US-based event and marketing services business serving the fashion, licensing, life sciences and powersports industries. The company owns and operates a portfolio of 54 tradeshow, 100 conferences, 30 publications, and almost 200 electronic products and websites. Our market-leading brands and a commitment to delivering innovative, quality products and services enable UBM Advanstar to “Connect Our Customers With Theirs.” UBM Advanstar is a UBM plc company.

## About EUROVET/CURVEXPO

EUROVET is the global leader in lingerie and swimwear shows, with events in Paris, Hong Kong, Moscow, Cannes and Shanghai, in addition to New York and Las Vegas that are operated by its US subsidiary Curvexpo. With 14 events worldwide, Eurovet covers the entire value chain of this industry. In addition to its brand shows, the most prestigious Salon International de la Lingerie and Mode City Paris, EUROVET organizes the Interfilière shows dedicated to fabric and sourcing for lingerie, swimwear and performance all over the world.

## About CURVENV@MAGIC

CURVENV@MAGIC offers the most extensive selection of swimwear and lingerie in the west of the Americas, will take place in Las Vegas twice each year, in February and August. The first edition of the new event will be held in the Las Vegas Convention Center on August 17th, 18th, and 19th, 2015.

For more information, please contact:

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