



# CURVENV @ MAGIC

— MODE LINGERIE AND SWIM —

LAS VEGAS

## For Immediate Release

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Buyers were on the hunt for unique, quality intimate apparel and swimwear lines during the three day show at CURVENV@MAGIC. The industry was gathered for the first time at the Las Vegas Convention Center in the dedicated CURVENV@MAGIC hall, which upheld its intimate feeling as well as a sleek and modern look within the large venue. With the much anticipated show coming to a wrap on August 19<sup>th</sup>, both retailers and exhibiting brands alike were eager to share their great experiences.

The mix of Swimwear and Intimate Apparel categories under one roof but maintaining a close proximity to the other Magic shows was met with extremely positive results. The retailers were pleased that they could find everything in one location, while the brands met a plethora of new retailers and were able to open new accounts. Thanks to the new partnership buyers from the Magic Marketplace could visit the CURVENV@MAGIC show with the same badge.

The retailers experienced a successful show, especially those looking for top quality, exclusive, unique swimwear. Many of the buyers mentioned that they greatly enjoyed seeing each brand's unique viewpoint on mixing all of the current trends, most notably the combination of cutouts and fringe. Several retailers found it extremely interesting how a variety of lingerie brands were introducing swimwear lines, an almost marriage of the two categories to obtain a product made for the water but that still retains the perfect fit of lingerie. Although this development is in the early stages, many retailers expressed enthusiasm to see how the next seasons will progress and look forward to seeing the developments at the next show. Among some of the show favorites were: Ale by Alessandra Ambrosio, Free People, Anita, Luli Fama, Lise Charmel, L\*Space by Monica Wise, Dolcessa Swimwear, Agua Bendita, Gottex, PilyQ...

While the final number of attendees has not been officially finalized, it is safe to say that the number has nearly doubled since last season. One of the many first time attendees that had a great show is Viviana Quesada Jimenez from the Four Seasons Punta Mita. Her first impressions of the show were extremely positive; she thought that the layout was "incredibly organized" and expressed how content she was to be able to regroup in between appointments. Because she oversees various regions, she was open to seeing a variety of brands offering lingerie and swimwear as well as loungewear and resortwear. Most lines were unfamiliar to her, and she was impressed with how friendly and accommodating the brand's representatives were; she appreciated that fact that they could be flexible with the size as well as the timing of orders for her locations. She was looking for products that retained an exclusivity without forfeiting quality. Her favorite brands included the likes of Caffe Swimwear and Skinware, and was especially interested in swimwear accessories. Coming from South America, she was also pleasantly surprised to see so many Colombian brands showcasing their products.

The onsite Fashion Presentations gave buyers the chance to see a tangible representation of the upcoming trends for Spring/Summer 2016. The four separate events included established as well as younger, more contemporary brands, including: Blush, Maaji Swimwear, Triumph, Leonisa, Miraclesuit, Sub, Dear Bowie, Malai Swimwear, Maison du Soir, Ondademar, Va Bien, Chantelle, Skarlett Blue, Aubade, Anita Comfort, Bikini Lab, Madi Apparel, Hanky Panky, Else Lingerie, and Lise Charmel among many others. The retailers attending the show were able to see a sample preview of what they could find in the booths and brands were given an opportunity to showcase their most promising looks for the upcoming seasons. Having the presentations on show site allowed for an easy transition during the show, and if a buyer was interested in a piece, they could easily and quickly find the booth that carried it.

Once again, the Spa and Resort Program offered buyers and brands the opportune platform to meet and discuss the Hotel, Resort, and Spa industry. Created in response to various company's desires to find new selling avenues, this program provides a tremendous amount of value, for is an opportunity for brands to increase sales and a customer base while enhancing the client experience in Spa Retail locations. Since the program's inception three seasons ago, 100 new business accounts were created and there were 225 appointments on the show site organized by the show team over the course of the three days, on behalf of the 40 brands selected to be part of the program. Most Spa Resort locations explained that they were searching for brands synonymous with a premium, authentic and high end image that mirrors their own. Communication between brands and retailers was an immense focus, and it was unanimously agreed that it is an imperative key to strengthen new and existing relationships. Among some of the representing resorts were: The Mandarin Hotel Las Vegas Spa, Four Seasons Punta Mita, MGM Aria Vegas Spa and Retail, Ritz Carlton Dove Mountain (AZ), The M Resort and The Cosmopolitan of Las Vegas among others...

Brands expressed their enthusiasm for the show and were pleased with the change in location to the Las Vegas Convention Center; Manhattan Beachwear mentioned that CURVENV@MAGIC was "the most beautiful show that they have attended." While a variety of styles were spotted throughout the show floor, collaborations were a noticeable reoccurring trend. Else Lingerie and Eberjey offered mixed media pieces, the former with a mélange of silk and lace and the latter with swimsuit Lycra® and hand knit crochet. Maison de Papillon introduced cotton blends and silk cashmeres to their upcoming line, and Cosabella debuted an anticipated new collection with the French brand Paul + Joe. Brands such as Else Lingerie, Cosabella and Hipster G indicated that soft bras and bralettes were becoming increasingly popular as many ready-to-wear tank tops allow the wearer to showcase their lingerie. High-waisted bottoms are still in demand, as are hot pants and bikini styles.

Brands like Maison de Papillon explained that, "retailers are becoming more sophisticated in that they are looking for products that are multi-faceted, multi-function and multi-use..." They are looking for "quality over quantity, and want high-quality pieces with lasting power."

Both brands and retailers were extremely impressed with the outcome of the three day show, and left extremely content. The partnership between CURVEXPO/Eurovet Americas and Magic allowed retailers to have the opportunity to walk different show floors, and many brands stated that they opened many new accounts thanks to the new collaboration. The quality of the partnership between both CURVEXPO/Eurovet Americas and Advanstar has been amazingly efficient and pleasant and made this success possible. With the show coming to a close, it is clear that CURVEXPO/Eurovet Americas producing CURVENV@MAGIC, CURVENY New York and Interfilière New York provides the North American industry, from brands to retailers and Mills with an unsurpassed platform to find design, product and sell quality lingerie and swimwear on both coasts of North America and create new or develop strong relationships between brands and retailers.

Everyone on the CURVEXPO team would like to express their thanks to all show attendees. The next show will be on September 21<sup>st</sup> with the highly anticipated Interfilière New York co-organized with Lycra. The next CURVEXPO shows will be February 17, 18 and 19 at CURVENV@MAGIC and 21, 22 and 23 at CURVENY NEW YORK.

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