

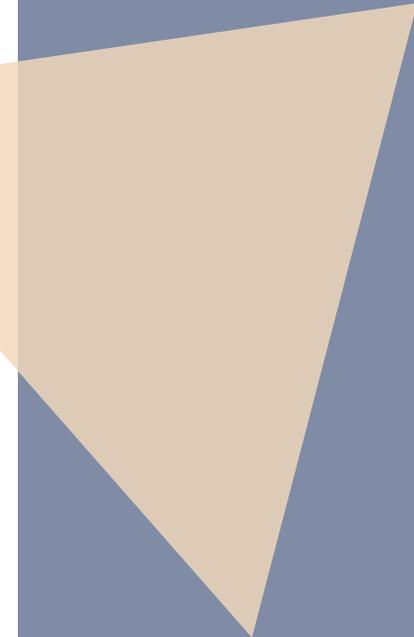
curve

NEW YORK

FEB 2-4 | AUG 2-4
JAVITS CENTER



EUROVET
AMERICAS



about us

Inspired by the exquisite details of luxury lingerie, nothing is overlooked at **curve**. The show is unwaveringly dedicated to providing top of the line services and experiences for exhibiting brands and buyers alike to inspire, educate, and drive the intimate wear world forward.

Produced by Eurovet, the world-leading tradeshow organizer for the intimate apparel industry, **curve** is a one-stop shopping experience for brands and retailers. The New York edition provides a stage for over 300 exhibiting brands to get in front of the industry's top buyers, press, and influencers over the course of a three day long business and networking event.

big news

what is new at Curve this season?

New dates

curve new york will open the first 2020 Lingerie market week. Buyers will be in town for market and major industry events like the Emmy awards. The show will start bright and early on Sunday which is a show day favored by specialty stores. Last but not least, brands will appreciate getting earlier feedback and orders from buyers so they can save precious weeks on production.

New adjacencies

This new 2020 edition will bring the opportunity for gift stores to walk the curve new york show floor, as NYNOW – the largest wholesale trade event in America – will be taking place at the Javits Center at the same time.

New show concept

curve new york welcomes EXPOSED, Eurovet's curated selection of established designers and emerging names, where the early-adopter buyer gets the opportunity to have an exclusive first look at up-and-coming brands.

New floor plan

We are moving to the south halls 1E and 1D at the Javits Center.

This means a bigger space and new floor plan, which will encourage visitors to explore and take time to discover new brands.



buyers

who are curve visitors ?

58% of visitors are very satisfied with Curve (industry average = 31%)

92% say they will likely return

Source: explori, august 2019.



Geography*

90% USA (86% East Coast)

Store type*

Specialty stores	64%
Press, Distributors, Others	20%
Online stores	11%
Department & Chain stores	5%

Sample list

A La Folie	Evellier	Neiman Marcus
Alla Prima	Free People	Net A Porter
Anya Lust	Freshpair	Nordstrom
Azaleas	Groupon	Oh Baby Lingerie
Azura Bay	Herroom	Petticoat Lane
Bare necessities.Com	Hot Coco	Qvc
Basics Underneath	Ic London	Rigby & Peller
Bergdorf Goodman	Jo Karen	Saks Fifth Avenue
Bhldn	Journelle	Shoppop
Bits Of Lace	Knickers	Sugar Cookies
Bloomers	La Petite Coquette	Sylene Of Washington
Bloomingdales	Le Boudoir	Tjx
Bonne Nuit	Linea Intima	Touche Moi
Bravo Boutique	Lilies & Lace	Town Shop
Brooklyn Fox Lingerie	Macy's	Trousseau
Burlington Stores	Maison Bleue	Urban Outfitters
Christina's Luxuries	Nancy Meyer	Zoe & Co
Collange Lingerie	Narcisse	Zulily
Debra Lingerie		...

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

-Sugar Cookies, New York City (visitor)

*Stats from February 2019.

Aubade
 B.Tempt'd
 Bali Intimates
 Bedroom Eyes
 Bluebella
 Bordelle
 Bravado Designs
 Cache Coeur
 Calida
 Champion
 Chantelle
 Claudel Lingerie
 Clo Intimo
 Commando
 Cosabella
 Derek Rose London
 Dominique Intimates
 Elomi
 Empreinte
 Evelyn & Bobbie
 Falke
 Felina
 Fit Fully Yours Lingerie
 Fleur Of England
 Fleur't Intimates
 Freya
 Gossard
 Hanes
 Hanky Panky
 Hanro
 Implicite Paris
 Janira
 Jezebel
 Laurence Tavernier
 Le Mystere
 Le Petit Trou
 Leonisa Intimates
 Linda Hartman
 Louisa Bracq
 Lusome
 Maison Lejaby
 Mey
 Milakrasna
 Montelle Intimates
 Natori Intimates
 Nubra
 Oh La La Cheri
 Panache Lingerie
 Paramour
 Parfait
 Passionata
 Paul & Joe X Cosabella
 Pj Salvage
 Playful Promises
 Playtex
 Rago
 Roesch
 Roma Confidential
 Rosa Faia
 Royce Lingerie
 Rya Collection
 Samantha Chang
 Simone Perele Paris
 Skarlett Blue
 Skin
 Soak Wash Inc.
 Special
 The Cat's Pajamas
 Triumph
 Undress Code
 Uwila Warrior
 Va Bien
 Velrose
 Verdiani
 Wacoal
 Wrap Up By Vp
 Yummie

brands

"The new brand award has been so meaningful to us as a start up. We look forward to being a part of the curve show in a bigger way."

Bree McKeen, CEO, Evelyn & Bobbie



Exhibitors

new

returning (80%)

Product category*

Lingerie	64%	<div style="width: 64%;"></div>
Sleep/Lounge	20%	<div style="width: 20%;"></div>
Swim	16%	<div style="width: 16%;"></div>

Origin*

USA	65%	<div style="width: 65%;"></div>
Europe	23%	<div style="width: 23%;"></div>
Canada	7%	<div style="width: 7%;"></div>
Latin America	2%	<div style="width: 2%;"></div>
Asia/Oceania	2%	<div style="width: 2%;"></div>

*Stats from February 2019.

"For our first show and the launch of our new brand Siella Montreal. I just wanted to say we were super pleased with the outcome."
 Siella Montreal

business

We build our shows to maximize the chances for brands to connect with buyers. Here are some of the ways you can expect to connect.

Pitch off

Pitch-off sessions give a select few of Curve's young brands a few minutes to pitch their businesses to an audience of buyers.



Speed dating

Speed-dating is a one-on-one opportunity for brands to meet with retailers, with "matches" curated by the Curve team.



Looking for a connection?

The Curve team has an extensive knowledge of the brands and retailers at our show and in our network. We can connect you with the buyers that will work best for your brand.

"Thank you all for your incredible support! I am grateful to each and all of you for the fantastic tools and opportunities you provided to maximize my exposure at Curve NY. You are together a power team!"

Monique Morin – NEW exhibitor 2019

be inspired

Panel discussions



Fashion events



Networking cocktails



Gourmet tastings



Beauty services



Souvenirs

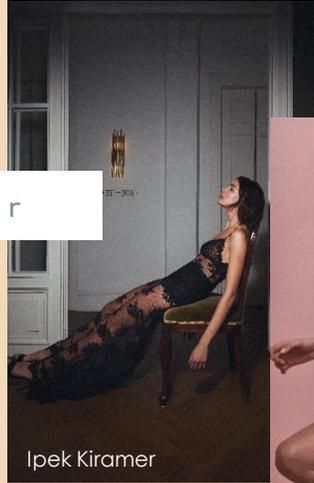
Pop-up store



“Great show!
Felt like I was in a beautiful retail store rather than a typical tradeshow.”
-Brayola

be trendy

Innerwear as outerwear



Curvy Kate



Inclusivity and body positivity



Sustainability



booth details

Package A

10' x 10'

- 1 table, 4 chairs
- 2 shelving units (2 metal shelves & 2 hanging bars each)
- 1 rolling rack



Package B

10' x 6'

- 1 table, 2 chairs
- 1 shelving unit (2 metal shelves & 2 hanging bars each)
- 1 rolling rack



Package C

10' x 5'

- 1 round table
- 2 director chairs
- 2 rolling racks



***All booth packages include:** carpeting, booth signage, waste basket & limited electrical outlet.

...as an added bonus

All our turnkey booth options offer a variety of services to ensure a smooth and enriching experience. We offer our brands a broad range of **complimentary** easy to use promotion tools: editorial newsletter, social media push, dedicated brand page on our website, homepage news, features in in-house magazines...

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