

curve

LOS ANGELES

FEBRUARY 23-24, 2020

WESTDRIFT | MANHATTAN BEACH



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.

why los angeles ?

The future of fashion?

“The Fashion sector accounted for the second largest share of creative industry jobs in L.A. County, contributing nearly 1 in 5 jobs of the creative industries’ total employment in the County. While New York City is also considered a global fashion hub, the Fashion sector in Los Angeles County employs around 24% more workers than its East Coast counterpart.”

Source: 2019 Otis Report on the Creative Economy.



LA Fashion Week 2019



Else Lingerie boutique opened 2019

“The talent is here” said Elyse Walker, the longtime L.A. retailer with luxury multilabel boutiques in the Pacific Palisades and Newport Beach, and the fashion director of online site Fwrđ by Elyse Walker. “And everyone wants to be in L.A. or come to L.A., if you build it they will come.”

Source: “L.A. is the future of the American runway” Access to the WWD March 2019 article [here](#).

World capital of cool

Casual intimates and sport bras are two main growing categories, with approximately 40 percent of Millennials indicating that the majority of their closet consists of what they call “comfort wear”, as seen in NPD’s [Trend Tracker](#) report (2019). Not to mention that L.A. is the World’s epicenter for healthy, eco-conscious lifestyle, two values that are shared by Millennials as well.



the show

what is to expect ?



Concept

curve los angeles will bring the best of Curve to West Coast buyers right at their doorstep. This 2-day intimate apparel event will bring together up to 50 exhibitors and 200 buyers in one place to network and place orders for new AW20-21 intimate apparel collections as well as last minute SS20 items for immediate delivery.



Dates

February 23, 24 2020. Ideally spread over two days with a Sunday start, to it super-easy for buyers to leave their business and make the trip. This timing still allows for orders to be made before AW20-21 production deadlines, and will allow the reps to see clients and new accounts in one place.



Location

curve los angeles will take place at the Westdrift Manhattan Beach, Autograph Collection Hotels, ideally located South of Los Angeles and just a 10 min ride to the beach, Manhattan Beach pier and LAX airport. Some preferential hotel rates are available for all **curve** participants.



New format

curve los angeles will focus on experience making the show an easy, modern and destination event for everyone, with open booth format, fresh free activations and all day food and beverages for everyone to enjoy.



meet the buyers



sneak peek of potential attendees

- A La Folie
- A Perfect Fit
- Alla Prima
- Amoureuse
- Aphrodites
- Aquelarre
- Beauty And Attitude
- Behind Closed Doors Inc.
- Bow Danglers
- Bra Garden
- Calla Lily
- Camouflage
- Chadwicks Of London
- Cinderella's Closet
- Creative Woman
- Dentelle Fine Lingerie
- Fanny Wrappers
- Footsie
- French Theft
- Glamour House
- Honey Whiskey
- Intima European Lingerie
- Jenette Bras
- Knickers & Pearls
- La Belle Fifi
- L'atelier Lingerie
- Lingerie Republique
- Lingerie Shoppe
- Lucy's Boudoir
- Lulu's Nouvelle
- Misa Enterprises Inc.
- Pinned Up
- Purmission Lingerie
- Revelation In Fit
- Romantiques
- Sara's Fine Lingerie
- Sheer Pleasure
- South Bay Boobology
- The Bra Shoppe
- Theadora Fine Lingerie
- Toujours
- Tres Jolie
- Tres Sur
- Trystology
- Uni Hosiery
- Yves Fine Lingerie

Store type

Ready To Wear/Concept stores	49%
Distributors	19%
Online pure players	16%
Lingerie boutiques	14%
Department stores	2%

Geography | Western states

California	41%
Nevada	11%
Arizona	10%
Colorado	7%
Others	31%

"Awesome CURVE show!
Love all the new upgrades"

-Christina's, Boulder, CO (Attending Buyer)

our expertise

We build our shows to maximize the chances for brands to connect with buyers in many ways.

Educational talks



Matchmaking



Networking events



Unique activations



Souvenirs



1-stop wholesale destination



"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 . You are together a power team!"

Monique Morin - NEW exhibitor 2019

booth details

We offer turn-key packages for exhibitors, creating a seamless experience which allows them to focus on their products and on the show.

Turnkey booth

- Your own space
- 1 table , 4 chairs +3 fixtures (shelving units or rolling racks)
- Electrical



Non contractual picture

Rainbow Room

- Shared space with other designers
- Showroom feel
- Common table and chairs

... as an added bonus

All our 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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