



# INTERFILIÈRE

NEW YORK

MEET THE BEST LINGERIE,  
SWIMWEAR, ACTIVEWEAR  
BRANDS AND RETAILERS  
TO DEVELOP YOUR  
BUSINESS IN THE US

*October 17-18*  
*2018*



EUROVET  
AMERICAS

# INTERFILIÈRE NEW YORK

- *An efficient format*

A human-sized, 2-days curated show event for better quality of business

- *For North American brands only*

to connect with a selection of best international mills and fiber professionals

- *Complementary to other IFL shows*

to develop new business relationships

# INTERFILIÈRE NEW YORK

## A GROWING SUCCESS SINCE 2013

INTERFILIÈRE NEW YORK = a fabric and sourcing event in New York for intimates, swimwear and athleisure professionals, attracting the top North American brands to meet with the best mills, accessories suppliers & sourcing companies from around the world.

### 2017 facts & figures:

65 exhibitors  
191 appointments  
made before the show  
10 new contacts on average  
per exhibitor



ILUNA-GAYOU | *"The show is getting better every year! We have been very impressed with the foot traffic."*

PINK SPORTS | *"I love IFLNY! I'll return in 2018 to see the Italian mills and production capabilities!"*

### Goals:

- Bring international mills to the US domestic market
- Create connections between brands, mills, manufacturers and agents to help them grow their business
- Continue growing the show year after year, from 70 to 80 exhibitors and 70 to 500 visitors (5 years of continued growth since the show creation in 2013)

500  
QUALITATIVE  
BUYERS



BUYERS FROM INTIMATE APPAREL  
SWIMWEAR AND ATHLEISURE BRANDS

VICTORIA'S  
SECRET |  
*"I think you guys did a fantastic job, with the new venue, the mills and the food. Thanks!"*



# INTERFILIÈRE NEW YORK WHAT TO EXPECT IN 2017

NEW DURATION - 2 DAYS (October 17-18, 2018)

500 VISITORS / 70 EXHIBITORS INCLUDING OEM / SOURCING SECTION

## *2018 Program preview*

Uninterrupted show 9am-6pm

-  New conferences & contents
-  Matchmaking program

*... and still :*

-  SS 2019 trends
-  All day food & beverages
-  Networking cocktail

*Location*

*The Tunnel*

11th Avenue @27th street  
Manhattan

*Great space*

Raw space  
Industrial chic  
20ft high ceilings  
Capacity 1,500 people

PINK SPORTS |  
*"I love IFLNY! I'll return  
in 2018 to see the Italian  
mills and production  
capabilities!"*

# INTERFILIÈRE NEW YORK EVENTS



## *Conferences*

*Exclusive live trend presentations*

Guiding the attendees through the offerings presented on the show floor & Giving designers an edge on the future trends, by Jos Berry, CEO and Founder of Concepts Paris

*Market information*

Keynotes by key speakers of the industry

## *Creative trend Lab*

Showcasing a selection of samples and technological innovations, material, accessories, colors, prototype displays made by exhibiting mills and curated by Concepts Paris



## *Networking & Special events*

Cocktail parties and fashion exhibitions to create a fun yet fashionable networking atmosphere and encourage casual business connections

# INTERFILIÈRE NEW YORK

## BE PART OF THE INTERFILIÈRE COMMUNITY

### *Interfilière Exhibitor Club*

If you participate in at least one INTERFILIÈRE show in 2018, you become a member of the global INTERFILIÈRE community (Mandatory fee: USD 600).

Your membership entitles you to the following:

- Annual registration fees for ALL INTERFILIÈRE shows (Paris, Hong-Kong, New York, Shanghai)
- 2 trend and color books per year (1 per season)
- Access to exclusive intimate apparel and swimwear market information and surveys
- Your brand page on [www.interfiliere.com](http://www.interfiliere.com)
- Networking events



### *Meet Interfilière New York visitors*

ADORE ME,	FULLBEAUTY BRANDS	PILY O
AERIE/AMERICAN EAGLE,	FRUIT OF THE LOOM	PROENZA SCHOULER
A & H SPORTSWEAR CO.	GAP	PVH CORP
ALEXANDER WANG	GELMART INTERNATIONAL	RAG & BONE,
AMAZON	GIII APPAREL GROUP	RALPH LAUREN
AMEREX GROUP	GOTTEX (GOTTEX)	SKIN
ANTHROPOLOGIE	HANES BRANDS	SOMA INTIMATES
BARE NECESSITIES	HANKY PANKY	SPANX
BROOKS SPORTS	IN MOCEAN GROUP	SQUEEM
CALVIN KLEIN	JOURNELLE	SWIMWEAR ANYWHERE
CAROLE HOCHMAN GROUP	KOMAR	TARGET
COCONUT GROVE INTIMATES	LIMITED BRANDS	TOMMY JOHN
COMMANDO	LOVELY	TRUE & CO
COQUETTE INTERNATIONAL	LULULEMON LAB NYC	TYR SPORT
CUPID	MACY'S	URBAN OUTFITTERS,
INTIMATES	MAGICSUIT	VICTORIA'S SECRET / PINK
DANA-CO./ NATORI	MAS HOLDINGS	WACOAL AMERICA
DELTA GALIL,	MICHAEL KORS	WONDERBRA
DKNY	MIRACLESUIT	YUMMIE BY HEATHER THOMSON
DORA L. INTERNATIONAL	MONTELLE INTIMATES	
EASTERN MOUNTAIN SPORTS	NATORI	
EXPRESS	NORDSTROM	
FLEUR DU MAL	ONIA	
FILA USA		

*... and many more*



# INTERFILIÈRE NEW YORK

## VISITORS' COMMENTS ON SHOWFLOOR IN 2017

*"The trend lab was neat! I liked the way the displays were like art installations. The Bikini was a nice entrance exhibit. I definitely felt inspired walking in."*

*"Overall a good experience! Met some very good European mills."*

*"Everything was fantastic!"*

*"Loved the surprise of lunch. Made for a more productive day."*

*"I think you guys did a fantastic job!"*

*"Jos Berry was a fantastic speaker. I wish it was recorded so I could show it to my colleagues that were unable to attend. Lycra was nice with the live models. That always makes for a fun event."*



# INTERFILIÈRE NEW YORK

## 2018 EXHIBITOR PACKAGE

### *Exhibitor booth – all inclusive*

The exhibition format is conducive to doing business. The exhibiting mill's expertise stands out immediately and one-on-one contact is facilitated.



### *Exhibitor Booth Package includes:*

**Furnished booth** | from 1 to 3 units per exhibitor  
1 table, 4 chairs, 2 rolling racks, 1 shelving unit

**Complimentary Marketing | Brand exposure \***  
Pre-show appointments, show exposure, digital brand page, newsletters and invitations, PR and social media

**Complimentary show perks \*\*** | Food & Events

WANT A CUSTOMED SIZE / CONCEPT? *Contact us!*

### *\* Brand exposure (included in the package)*

#### *Pre-show marketing campaign*

Over 20 targeted emailings sent prior to the event to our buyers database (Open rate: ~ 30%, Click rate: ~ 8%)

#### *Matchmaking service - appointment booking*

We personally reach out to qualified buyers and help them select the list of mills that best fit their needs and help them schedule appointments:

- 110 appointments made before the show
- 100% exhibitors were given a list of appointments before the show
- 73% have met with at least 10 brands (up to 40!)
- 57% have secured a least 10 new contacts

#### *Communication and advertising*

- Complimentary brand page on [www.interfiliere.com](http://www.interfiliere.com)
- Digital invitations and newsletters to promote your mill among our database of buyers (dedicated e-newsletter available in option)
- Press releases and editorials in major B to B textile journals and magazine, communicating on exhibiting mills + Social media push
- **NOT INCLUDED:** Show directory ads, meterboards, dedicated e-mailing to targeted buyers (available for an extra fee - see contract)

### *\*\* EXTRA PERKS (included in the package)*

- Complimentary breakfast, lunch and cocktail offered to exhibitors
- Access to all Interfilière New York events



# INTERFILIÈRE NEW YORK

## 2018 PARTNERSHIP OPPORTUNITIES

### *Brand exposure*

#### *Logo & advertising*

- Show directory | Floorplan
- Show Signage | Step & Repeat
- Entrance banner | Meterboards
- Badges | Lanyards | Goodies
- TV screen ....



#### *Branded outfits*

- Your outfits on mannequins
- Dedicated exhibition
- Samples in the trend lab
- Dedicated Asahi Kasei concept board in the Creative Lab by Jos Berry Concept Paris



YOUR  
BRAND



#### *(e-)marketing campaigns*

- Emailing to our 10K database
- Online brand page
- Show save the date / Invitations
- Press & social media



### *Sponsored events*

#### *Your conference and/or sponsored cocktail*

- Your show in the show
- Private | public event
- Dedicated invitations
- Dedicated emailing
- Promoted to a selection of VIP brands and buyers

#### *Partner lounge*

- Branded space
- Dedicated program of appointments
- Open booth or private room



# INTERFILIÈRE NEW YORK

## LIST OF PREVIOUS EXHIBITORS

ANTIK DANTEL  
APSARA SILKS  
ARONNE FACCIU GROUP  
ASSET (INT'L) UNDERWEAR CHAIN GROUP LTD  
ASSET (INT'L) UNDERWEAR CHAIN GROUP LTD  
BE BE COTTON  
BEST PACIFIC  
BILLION RISE KNITTING (HK) LIMITED  
BILLON DESIGN  
BISCHOFF TEXTIL AG  
BRITANNIA  
BRODERIES DESCHAMPS  
BRUGNOLI GIOVANNI SPA  
CAP SUD - J3  
CARVICO  
CELEB TEXTILES CO., LTD  
CHANTY SPITZENFABRIK GMBH & CO.KG  
CHARMANTE (CHINA) LIMITED  
CHEYNET ELASTICS  
DARLINGTON  
DEBS  
DECORINE LACE & TEXTILES LTD  
E.BOSELLI & C. SPA  
EASTMAN NAIA  
ELASTIC FABRICS OF AMERICA  
ENCAJES S.A  
ESSENCE TEXTILE CO LTD  
ESTILMAR  
FARIEL. S.A DE C.V  
FEMINA LACE  
FUYUAN GARMENT CO LTD  
GOLDEN AUTUMN ELASTIC FABRICS  
GOLDEN HORIZON  
GRUPO INDUSTRIAL MIRO  
GUANGZHOU JIANMENG SPRINGTEXTILE  
HAMMERLE & VOGEL  
HANG GANG LACE  
HANNICE TEXTILE  
HOI YIP INDUSTRIAL  
HSUN  
HUAYAN ELASTIC MANUFACTURE CO., LTD

ILUNA USA LLC  
INTEGRATE BENEFICIAL TEXTILE  
JAZSER CLOTHING & TEXTILE ACCESSORIES  
JINSU LACE  
JIUN HER INDUSTRIAL COMPANY  
JUNYIDA | DECOTA  
KARL FLEISCHMANN GMBH & CO  
K-BOXING WRP KNITTING CO. LTD  
KEWALRAM INDONESIA  
KIMEX, S.A. DE C.V.  
KLAUBER BROTHERS  
L&A LINGERIE LTD  
LA LAME INC (MG2 CREATIONS + CAP SUD + GRABHER)  
LEGEND ELASTIC  
LES TISSAGES PERRIN  
LIBERTY ART FABRICS  
LIEBAERT  
LIJUN INDUSTRIAL COMPANY  
LINGTEX FABRIC DEVELOPMENT CO. LTD  
LONGINA PHILLIPS DESIGNS  
LUNARTEX  
M. GRABHER GMBH & CO KG  
MACRA LACE  
MACRA LACE COMPANY  
MAGLIFICIO RIPA SPA  
MALHARIA PRINCESA S.A  
MCM MILANO PIZZI & RICAMI  
MG2 CREATION  
MUEHLMEIER BODYSHAPING GMBH  
NEW TEXTILE TECHNOLOGIES  
NOYON DENTELLE  
ORIENTAL EMBROIDERY CO LTD  
PENN TEXTILE SOLUTIONS GMBH  
PIAVE MAITEX S.R.L.  
PLYMOUTH FRANCAISE  
PONGEES LIMITED  
POTENCIER BRODERIES  
PROEXPORT  
PROTELA S.A  
QIXING (FOSHAN CITY SHUNDE DISTRICT QIFA TEXTILE)

RITEX 2002 S.L  
ROCLE BY ISABELLA  
ROJA TEKSTIL  
ROSSET SA  
RUEY TAY  
SEAL-BEAUTY BRA CUP  
SERAM AMERICA  
SHENZHEN RUNLAM KNITTING ANTICIPATES  
SHIZHAN TEXTILES  
SIMPLEX KNITTING COMPANY LTD  
SINAR PARA TARUNA (SIPATATEX)  
SITIP S.P.A.  
SKYTEX MEXICO  
SOFILETA  
STUDIO ILYZIA  
SUN HING  
SUN WING FAT TRADING COMPANY  
SUSANNA SAMSON DESIGN  
SUZHOU EDMOND FASHION  
TAI HING PLASTIC METAL  
TAK HINGSHING  
TAKEFAST TEXTILE  
TEJIDOS GULFER  
TENGFEEI TECHNOLOGY  
TESSITURA COLOMBO ANTONIO SRL  
TEXCO GROUP HOLDINGS CO. LTD.  
TEXTUFIL  
TIANHAI LACE  
TVB  
UNION AG  
VILA SAS  
WANJIALI  
WARP KNITTING  
WEIER INDUSTRIAL CO LTD  
WILLY HERMANN - SUPERFINE  
WILSON LACE AND TEXTILE ( HONG KONG) LTD  
WING YUE KNITTING FACTORY LTD  
WONDERFUL ENTERPRISES LTD  
XIANGYA INDUSTRY  
YONGDIAN CLOTHING  
YU YUANG TEXTILE  
YUYUANG TEXTILE CO LTD



# INTERFILIÈRE

NEW YORK

*Thank you !*

Looking forward to working with you

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