

## PRE-SHOW PRESS RELEASE

January 2016 – New York, NY

Eurovet Americas/CURVEXPO is preparing to present the Fall/Winter 2016 collections of more than 350 Intimate, Swimwear and Men's Underwear brands to the top North American Retailers this February.

Starting this season, Mode Lingerie and Swim CURVENV@MAGIC will take place February 16, 17 and 18 at the Las Vegas Convention Center, within the halls of WWD MAGIC. Attendees will be introduced to a selection of curated Intimate Apparel and Swimwear brands that will not only please the Intimate Apparel buyers, but also compliment ready-to-wear stores. This new format for Las Vegas will be an introduction point for boutiques and stores that aren't primarily lingerie/swimwear focused to be presented to product categories that are easy to incorporate into already-established product offerings while increasing units and price per transaction. This cross selling increases value to boutiques and large stores alike, keeping inventory fresh and providing clients with new product lines.

Exhibiting brands such as *Commando* and *Hanky Panky* have garnered success for years due to their unbeatable product and clever packaging in which stores can put dozens of items together in a small amount of counter space. *Barefoot Dreams*, *Cake Maternity*, *PJ Harlow*, *Pluto*, *UGG*, and *Yummie by Heather Thomson* are lines that offer comfortable and soft loungewear that is stylish enough to wear out of the house and offer easy transitions from ready-to-wear. Solution products and accessories are excellent for inspiring confidence and for upselling; buyers will be able to find what they are looking for with the likes of *Fajas*, *Fashion Forms*, *Julie France by Euroskins*, *Leonisa*, *Miraclesuit Shapewear*, *Nubra*, *Rago*, and *TC Intimates*. Retailers looking to expand to the Lingerie category will find gorgeous new styles from brands notorious for quality, fit, and detailing, such as *Cosabella*, *Curvy Kate*, *Felina*, *Fleur't Intimates*, *Lise Charmel*, *LOU*, *Marlies/Dekkers*, and *Triumph*.

Buyers from both Mode Lingerie and Swim CURVENV@MAGIC as well as the Mode Lingerie and Swim CURVENY NEW YORK shows can contact us to be a part of the Personal Shopper Program. This program is not unlike an extremely helpful and knowledgeable salesperson in a boutique; a buyer must simply explain their current product offering and how they would like to expand, and we will provide him with a selective list of exhibiting brands whose products meet the criteria given. This is extremely helpful not only in saving time, but by being introduced to unfamiliar brands. The New Account Program is also in effect, and for every new order placed with a brand not previously ordered from, buyers are offered the chance to win a round trip to France to visit Mode City July 2016 at Eurexpo that will be exceptionally held in Lyon this year\*\*.

Mode Lingerie and Swim CURVENY NEW YORK will be held February 21, 22, and 23 at the Javits Center, where there will be another robust selection of Intimate Apparel and Swimwear. Buyers will find brands' unique and original viewpoints on lingerie with the likes of *Aubade*, *Badines Lingerie\**, *Barbara*, *Celeste\**, *Else Lingerie*, *Fleur of England*, *Fortnight*, *Gossard*, *Huit*, *Lise Charmel*, *Lonely*, *Lou*, *Maison Lejaby*, *Nubian Skin*, *Panache*, *Skarlett Blue*, *Tragic Kiss\**, and *Va Bien*. Brands who carry innovative and luxurious loungewear collections with a fresh and modern sensibility include *Amandev\**, *Arlotta Cashmere*, *Dear Bowie*, *Flora Nikrooz*, *Ginia*, *Hanro*, *J.JUJU LOUNGE\**, *Marie Jo*, *Pluto*, and *Whitney Bissette\**. *Bedhead Pajamas*, *Calida*, *Rosch*, *Taubert\**, *UGG Australia* and *Zimmerli* are incredibly cozy and classic options for nightwear, ideal for chilly winter nights. A selection of standout brands that are featured in the Selection Guide, a complimentary guide used by VIP buyers and featuring creative and innovative brands not to be missed at the show are: *Addiction Nouvelle Lingerie*, known for smart cutouts and transparent fabrics with a neutral color palate; *Ginia\**, hailing from Australia, which focuses on elegant and sophisticated nightwear collections; *Lingerie Le Chat\**, which carries loungewear and nightwear that is romantic and understated; *Maison de Papillon*, specializing in loungewear that doubles as ready-to-wear; and *Red Fern Lingerie\**, a brand where the designer's unparalleled attention to women who have been diagnosed with breast cancer is laudable.

New York attendees who were present at previous shows will see a completely different show for February, one that is filled with visual-based items designed to enrich the attendee's experience before and during the show, such as:

-The brand new Interactive Floorplan as well as the Mobile Application offered at CURVENY NEW YORK, which are digital advancements Eurovet Americas/CURVEXPO considers a natural next step in providing visitors with the upmost show

\*new brand

\*\*Don't hesitate to contact us to hear more about this great news!

experience. These features will incorporate seamlessly to your phone, whether it be iPhone, Windows, or Android. The Interactive Floorplan will aid in searching for booth locations of brands so that you can plan out your visit beforehand to save time during the show. The Mobile Application will give buyers the opportunity to easily find the brands in which they have appointments with, look up their favorited brands and event happenings on show site, and retrieve their e-badge, among many other features. It will also allow them to effortlessly find the booth of a brand they are interested in visiting, making the day easier to manage.

-Two Fashion showcases will take place at 11AM on Sunday, February 21<sup>st</sup> and Monday, February 22<sup>nd</sup>. These will feature models exhibiting a selection of brands' intimate apparel lines right on the show floor in the Fashion Presentation Area. Some brands that are showcasing their products are *Ajour*, *Anita International*, *Cake Maternity*, *Chantelle*, *Coutures\**, *Elila*, *Fashion Forms*, *Fleur of England*, *Hanky Panky*, *Josie Natori*, *Le Mystère*, *Leonisa*, *Lou*, *Natori*, *On Gossamer*, *Rago*, *Red Fern Lingerie\**, and *Urban Intimates\**. This welcoming environment is designed to give coverage to a variety of brands and introduce buyers to new lines, allowing them to see various products and styles in a more "real world" setting.

-Five Trend Previews given by PROMOSTYL to deliver invaluable information about the upcoming Fall/Winter 2016 season's trends, highlighting products from the show floor. There will be three different previews: "Shop the Show" focusing on all Intimate Apparel categories, "Lounging Around" focusing on Daywear, Loungewear, and Sleepwear, and "Get a Head Start" where designers can come to discover next year's major trends. Here, if a buyer is interested in an item, they have the option to directly go to that item's booth to receive more information about the product and to place orders directly on the show floor. Both "Shop the Show" as well as "Lounging Around" are 20 minute previews that will take place at 10AM and 2PM on days one and two of the show, while the hour-long, content rich "Get a Head Start" will be at 11AM on the final day.

-The popular Eveden Fit School for lingerie is once again returning with several lingerie and swimwear workshops and seminars taking place over the course of the 3 days. Participants will be treated to product knowledge, the latest fitting methods and inside style secrets courtesy of industry experts.

-At the end of the first day of the show, buyers and exhibitors alike can wrap up their last appointments with wine and cheese at 5PM. Right afterwards, Eurovet Americas/CURVEXPO invites all attendees to drinks at Troy Liquor Bar located in the Meatpacking District and starting at 6:30PM. This location, in very close proximity to the Javits Center, will be *the* spot to toast your successful first day at CURVENY NEW YORK! There will be accommodating transportation and drink specials all night; all you have to do is show your Eurovet Americas/CURVEXPO badge upon entry.

Visitors will notice the tangible change, which comprises of a completely restructured show floor including updated carpet and booth signages, as well as hearts on the ground, outside booths that are featured in our Selection Guide, a complimentary guide used by VIP Buyers to strategize their day and featuring creative, innovative and new brands not to be missed at the show. Tired? The UGG Zen Lounge is here for you to relax, recuperate, and recap in between meetings and walking the show floor. The comfortable and cozy atmosphere is a perfect representation of what the UGG brand image conveys and is an ideal place of repose in contrast to the chilly February New York weather.

Eurovet Americas/CURVEXPO believes that the preparation before a trade show is just as valuable as walking the floor during the trade show. Therefore, informative webinars before the Eurovet Americas/CURVEXPO shows are currently available online that will teach you and your team, whether you are an exhibiting brand or a buyer, how to make the most of the marketing tools that are offered on the website. Since the show is so international and there are exhibitors and buyers from all corners of the globe, these webinars will provide attendees with the flexibility to learn about our website whenever is most convenient.

Stay tune with Twitter @curvexpo, Facebook/curvexpo and Instagram #curvenvatmagic #curveny to follow the show live and to share your experiences!

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For more information, please visit our website [www.curvexpo.com](http://www.curvexpo.com) or contact us at:

Eurovet Americas/CURVEXPO, 475 Park Ave South, 6th Floor - New York, NY 10016.Tel: (212) 993-8585 | Fax: (646) 607-9065 | Email: [info@curvexpo.com](mailto:info@curvexpo.com)

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