



Eurovet Americas / CURVEXPO
MODE LINGERIE AND SWIM
FEBRUARY 2016 POST-SHOW PRESS RELEASE



Yesterday, Eurovet Americas/Curvexpo closed its doors on another successful February season. This past week, buyers and exhibitors from both Mode Lingerie and Swim CURVENY NEW YORK and Mode Lingerie and Swim CURVENV@MAGIC saw completely revamped shows that provided attendees a zenith experience. There was a strong focus on improvements made to the show floor as well as a high level of assistance for buyers and exhibitors alike. This allowed all attendees to prepare for their show beforehand to increase the level of efficiency during the show, and was met with great success.



Las Vegas

THE PLACE TO BE ON THE WEST COAST IN FEBRUARY

CURVENV@MAGIC Mode Lingerie and Swim will house the best in Intimate Apparel and Swimwear once again on August 15-17.

Mode Lingerie and Swim

CURVENV@MAGIC was found in its own dedicated section within the halls of WWD MAGIC at the Las Vegas Convention Center. This seamless inclusion within the show permitted a higher level of foot traffic and crossover between product categories while still maintaining the intimacy that the Eurovet Americas/CURVEXPO shows are infamous for. The Mode Lingerie and Swim CURVENV@MAGIC area was filled with a gathering of top intimate apparel brands with a multitude of high quality products, with Blackspade, Cosabella, Curvy Kate, Foxers, Hanky Panky, Lou, PJ Harlow, Pluto, and Tia Lyn being a selection of the 100 exhibiting brands. The open space was incredibly welcoming and brought in new types of buyers; in this format, exhibitors were able to meet with individuals interested in expanding their product line with intimate apparel products in addition to the already-established list of intimate apparel buyers. Brands such as Anita, Commando, Lise Charmel, Marlies Dekkers, Montelle Intimates, and Triumph saw a large number of new orders, many of them from ready-to-wear retailers. These new customers are incredibly important for brands to continue to grow, both in revenues and in presence in retail stores.

The show floor remained true to Eurovet Americas/CURVEXPO's underlying essence, with balloons adorning the Lounge Area and attractive

underwear hung from the perimeter to dictate the boundaries. Exhibitors such as Leonisa and Cake Lingerie were pleased with the new placement of the show and mentioned their appreciation of the new format. However, though the show's new organization was fresh and exciting, the high quality of the show still upheld Eurovet America's elevated standards.



TOP BRANDS// Anita, Blackspade, Commando, Cosabella, Curvy Kate, Foxers, Hanky Panky, Lise Charmel, Lou, Marlies Dekkers, Montelle Intimates, PJ Harlow, Pluto, Tia Lyn, Triumph and many more...

New York

THE PLACE TO BE ON THE EAST COAST IN FEBRUARY

Mode Lingerie and Swim CURVENY NEW YORK, will house the best in Intimate Apparel and Swimwear once again on July 31 - August 1-2

THIS POSITIVE ATTITUDE

RETURNED TO THE EAST COAST 48 HOURS LATER,

where Mode Lingerie and Swim CURVENY NEW YORK commenced at the Javits Center North to welcome 350 exhibiting brands. Here, exhibitors and buyers discovered new aspects of the show in both digital and tangible facets. All attendees quickly noticed the physical change, with the royal purple carpet matching the color of this season's show and the booth signages following this aesthetic.

SHOW HIGHLIGHTS

UPDATED LOOK & FEEL | A new carpet and updated event lounge

UGG ZEN LOUGE | A great place to relax and plan your day

OVER 350 | Must-see exhibiting Intimate Apparel and Swimwear brands

SELECTION GUIDE | A guide filled with new and innovative brands for VIP buyers

A new feature, The UGG Australia Zen Lounge, was consistently bustling full of attendees taking breaks from the show floor and looking to relax in a comfortable and cozy environment.

The VIP Lounge also included new and improved lunch options which were more easily facilitated, and the to-go bags included water and healthy snacks that buyers could take on the go and refuel in between appointments.

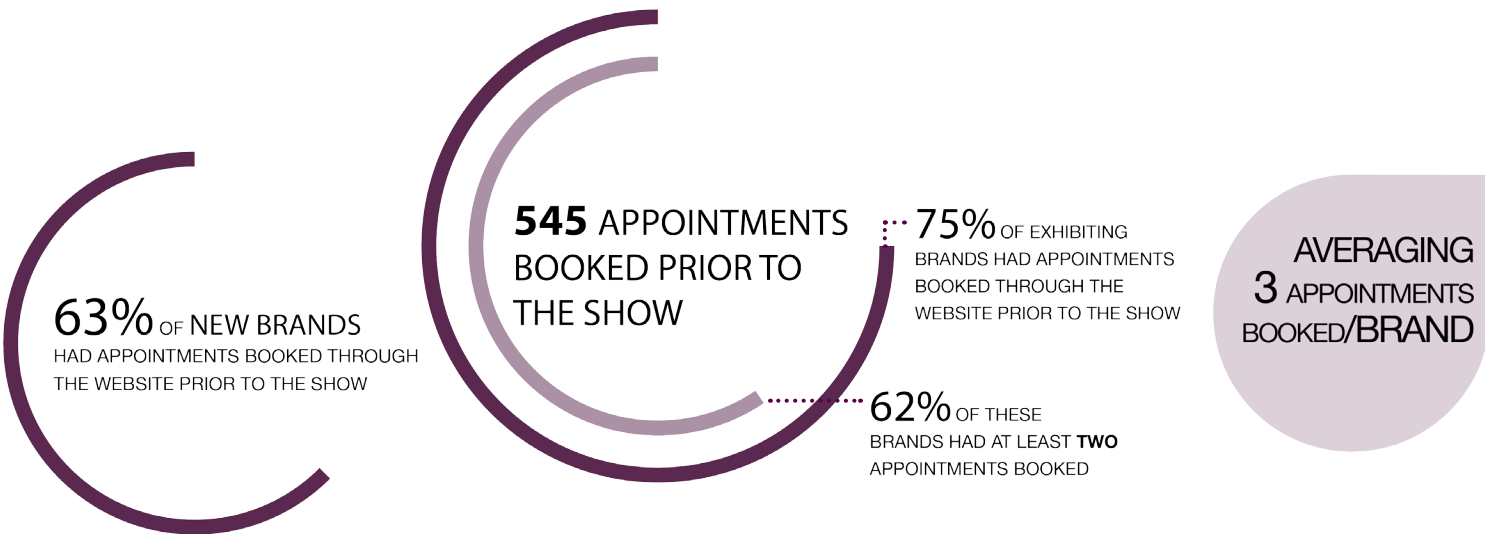


“The UGG Zen Lounge was consistently bustling full of attendees taking breaks from the show floor and looking to relax in a comfortable and cozy environment.”

For buyers, the new mobile application allowed them to seamlessly check in and receive their badge at registration, look up favorited brands and events, and the Interactive Floorplan made walking the show floor a breeze.

There were also many new aspects to give brands more exposure both before and during the show. The Selection Guide, a guide filled with new and innovative brands which is given to VIP buyers, was an immense focus, with chosen brands having stickers placed outside their booths to highlight the fact that they were featured in the guide.

THE NEW CURVEXPO MOBILE APPLICATION



New Brands & Highlights

***THE NEW STARS OF THE SELECTION GUIDE**

The Selection Guide is a **buying guide** handed out to **VIP buyers** on showsite highlights our exhibiting brands **new and innovative collections**. This fifth edition shows some of the best of the Fall/Winter 2016/2017 trends.

A

***Amandev**

Adorn les dessous

Audelle

B

***Badines Lingerie**

Belle d'Amour

C

***Celeste**

Charnos

Chasney Beauty

***Coutures**

Cirriculum Vitae (CV)

D

Derek Rose

F

Frigo

G

***Ginia**

J

***J. Juju Lounge**

Jacalyn Bennett

Jewel Toned

Juana de Arco

K

***Kix'ies Thigh Highs**

L

Levante

Like it!

***Lingerie le Chat**

M

Marie Meili

Memoi

Miss Mandalay

Mondor

Morettea

Muchachomalo

N/O

***Nina Von C.**

Olga / Warners

P

Pampour Couture

Project Love

R

***Red Fern Lingerie**

***Rösch**

Rosy Paris

S

Scandale Paris

Selga Americas

Slimme

T

***Taubert**

***Tragic Kiss**

U/W

Unveiled by Felina

Urban Intimates

***Whitney Bisette**

Y/Z

Yellowberry

Yolke

Zoe Ayla



A NEW, REVAMPED EVENT FORMAT

ONSITE FASHION PRESENTATIONS, TREND SEMINARS, NETWORKING EVENTS & MORE...
“In the post-show survey, 97% of buyers who responded said they liked the new event platform.”

EVENT HIGHLIGHTS

FASHION PRESENTATIONS | Showcased looks from various exhibiting brands

PROMOSTYL TRENDS | Must-know trends shared by Maria Santos of Promostyl

AFTER SHOW PARTY | Mingle and meet with the industry leaders

HOTEL & SPA PROGRAM | What to know for the upcoming session in August

INTERFILIERE NEW YORK 2016 | Presenting what is coming this September

The event lounge was re-structured for a more inviting environment and the updated furniture made for an easy way to attend events, as well as take a break to recap between appointments throughout the day.

Not only was the event space remodeled, but the events were completely revamped, providing buyers with short and concise yet content-rich happenings. The Fashion Presentations, which took place on day one and two, showcased looks from various brands such as Ajour, Coutures, Elila, Fashion Forms, Le Mystere, Natori, On Gossamer, Passionata, Rago and Urban Intimates, to name a few. The models during these presentations held signs with each brand's booth number so buyers could easily visit the booths of the looks that caught their eye.

Also, on the first day of the show there was an after party located at Troy Liquor Bar where all attendees were invited to come and toast a successful first day with drinks and snacks in a trendy and chic atmosphere.

On all three days of the show, the Trend Previews, held by Maria Santos of Promostyl, presented the beautiful collections of various intimate apparel brands: “Shop the Show” presented items of all intimate categories, and “Lounging Around” highlighted loungewear and sleepwear. Similar to the Fashion Presentation, buyers attending the show could visit



@PROMOSTYL



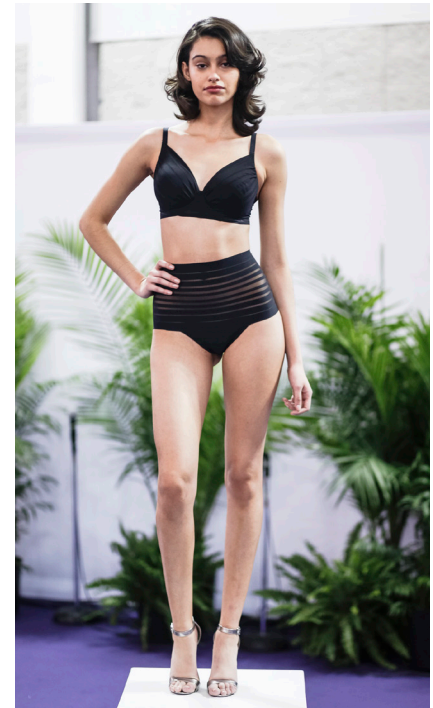
the booths whose items Maria had chosen. Maria noticed how blue was a big trend on the floor, along with romantic details such as ruffles from Loveday London or sequins from Celeste. The items that were chosen for the presentation were extremely thought out, with particularly precise detailing from the likes of Fleur of England and Paloma Casile, high quality materials from brands such as Maison de Papillon, and Ginia or manufactured in a luxurious and traditional manner like Oscalito.

The Hotel and Spa Presentation was informative and gave attendees information about the upcoming edition of the program in August at Mode Lingerie and Swim CURVENV@MAGIC. There was a high focus on robes, eye masks, and signature blankets as important products for spa gift shops. For August, the Hotel and Spa program will be bringing luxury spas and brands together to gain valuable contacts and to provide educational information to aid both spas and brands on how to start or continue mutually beneficial relationships. This was followed by a presentation on Interfilere New York 2016,



Jos Berry of Concepts Paris talks about the Fall/Winter 17/18 fabric trends as further outlined in the Eurovet Trend Book

which will take place on **September 22nd**. The presentation was given by renowned trend specialist Jos Berry from Concepts Paris, where she discussed how fabrics were manufactured and distributed as well as how Invista designs and develops fabrics made with Lycra to make the end wearer's life easier. All of these components together led to reinforcing the already established business environment within the show.



THE FASHION PRESENTATIONS SHOWCASED LOOKS FROM VARIOUS BRANDS SUCH AS...

Ajour | Coutures | Elila | Fashion Forms | Le Mystère | Natori |
On Gossamer | Passionata | Rago | Urban Intimates and more...

That's a Wrap!



*“...buyers with a high focus on quality; the best stores were present and **60** new boutiques started up their business at the show.”*

The end of the Mode Lingerie and Swim CURVENY NEW YORK show was received with exceedingly positive reviews, and buyers and exhibitors alike were very pleased with the turnout. The CURV-EXPO team welcomed many buyers with a high focus on quality; the best stores were present and sixty new boutiques started up their business at the show. The number of qualitative buyers attending the show remained stable compared to February 2015, with **2,700 buyers on show floor** throughout the three days.

Thanks to a great first and third day that more than compensated for a calmer than usual afternoon on the second day, the number of buyers on the show floor remained stable compared to last February. Over 75% of exhibiting brands had appointments booked prior to the show, and brands such as Only Hearts and UGG had an almost non-stop schedule, while lines such as Asceno and Curriculum Vitae opened many new accounts. For general trends seen from buyers, exhibitors like Lise

Charmel noticed an increase in interest for larger cups, and Yummie by Heather Thomson and Empreinte as well as Addiction Nouvelle Lingerie listed among their best sellers seamless and wireless bras, respectively. Buyers from boutiques to large department stores were tremendously pleased with the turnout of brands, with Torso Lingerie even lamenting that because every exhibitor brought their “A-game”, they couldn’t order from everyone that they wanted to. Many buyers saw new brands; for example, Luxury was extremely pleased with how J. JUJU included an adjustable bra in many of their garments, and Clair de Lune praised Red Fern’s post-mastectomy line.

Everyone on the Eurovet Americas team would like to express their thanks to all show attendees. We are looking forward to seeing you all at the shows in August, starting with **Mode Lingerie and Swim CURVENY NEW YORK July 31 - August 1 & 2, followed by Mode Lingerie and Swim CURVENY@MAGIC August 15, 16, and 17.**

THANK YOU & SEE YOU IN AUGUST!



MODE LINGERIE AND SWIM
— CURVEXPO —

NEW YORK - LAS VEGAS
JULY 31-AUG. 1-2 AUG. 15 - 16 - 17

