

# CURVEXPO

## MODE LINGERIE & SWIM

FEBRUARY 2015 – GLOBAL PR

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After another successful showing of Fall-Winter 2015 on the West Coast at CURVENV Las Vegas (February 16, 17), CURVEXPO traveled to CURVENV New York (February 22, 23, 24) to present a diverse selection of leading and upcoming intimate and swimwear brands to key buyers from the East Coast.

Once again, both shows have proven to be the one stop shop for buyers looking for Lingerie, Swimwear, Mens Underwear, Activewear and Loungewear. The number of buyers attending the shows remains stable compared with February 2014 (2,000 buyers on show floor for the two-day Las Vegas show and 2,700 for the three-day New York show), but all quality buyers from key department stores, specialty boutiques and online stores were present. CURVEXPO website generated over 700 appointments, proof that the CURVEXPO platform brings its extra touch to accelerate business in a unique environment.

With over 150 exhibiting brands, CURVENV LAS VEGAS show floor displayed a wide range of categories that attracted top buyers and led to numerous order writings. Among some of the exciting, new and innovative brands attending the show we count CupCake Nursing pads, Exes and Ohs Intimates, GirlyGoGarter, Heidi Klum Intimates, jKNIX, Joe's Intimates, KJ Couture, Larissa Minatto, Marigot, Maryssil, Moho, NightLift by Dr. Randal Haworth, Ophelia King, Seamless Thread, Silent Assembly, Tush Skivvies, Unique Vintage, WG by Wendy Gonzalez, Win ....

jKNIX, a new exhibitor, had this to say: "CURVEXPO took really care of us. It is a very professional show, with an excellent customer service. We love the ambiance and the intimate feeling." Returning, sophisticated sleepwear brand Maison de Papillon also noted: "CURVEXPO is not just about the buyers and the vendors, it is about connecting the dots, finding ways for manufacturers, buyers and vendors to work to their fullest potential."

The second edition of the Hotel Resort and Spa program was another highlight of the show. This exclusive program brought together top Resort and Hotel Industry leaders from more than 150 properties and a selection of over 20 Intimate Apparel & Swimwear exhibiting brands. To name some of the resort and hotel management groups: Waldorf Astoria, Four Season Hotels, Pacific Hospitality Group, Golf at Blue Start Resort & Golf, AZ, The Cosmopolitan of Las Vegas, Nobel house hotels, The M Resort, Aria Hotel, NV – A MGM Hotel Property, SLS Hotel and many more... These prestigious resort, spa and hotel representatives met with brands that have some of the best resort and hotel offerings, such as Anita International Corporation, B\*Up, Barefoot Dreams, Bedhead Pajamas, Bia Boro Bamboo Undewear, Blush, Commando, Eucalan, Joe's Intimates, Larissa Minatto, Maison de Papillon, Marigot, Montelle Intimates, NuBra, Ophelia King Limited, Samantha Chang, Shibue Couture, Wood Underwear, Yummie by Heather Thomson...

The announcement of the new strategic partnership between Eurovet/CURVEXPO and Advanstar/MAGIC launching CURVENV@MAGIC in August 2015 was exciting news for everyone. The visitors were very enthusiastic about this new show because not only will their shopping experience be enhanced as the various Las Vegas fashion shows will be located under one roof, but were also reassured that the intimate feel of CURVENV LAS VEGAS, an essential and favored attribute of this show, will remain. The brands will also benefit from the high traffic flow of qualified buyers, thanks to this centralized location. The show will take place on August 17-18-19 at the Las Vegas Convention Center as part of MAGIC marketplace.

CURVENY NEW YORK closed its doors on a fabulous edition on Tuesday, February 24<sup>th</sup>. Despite the snow storm that disrupted the first few hours of the opening day, attendance was more than made up on the next two following days and the show floor soon buzzed with buyers, busy meeting with the 350 exhibiting brands. Among some of the new brands were Amoena, Bandelettes, Cupcake Nursing Pads, Control Body, Emilio Cavallini, Entyece, Falke, Fantasy Lingerie, Whitney Bissette, Gem Picket, Hanes, Champion, Bali/Lilyette, Barely There, Maidenform/Flexees, Playtex, Heidi Klum Intimates, I.C. London, Joe's Intimates Kina Swimwear, Love Stories, Lunadi Seta, Ermenegildo Zegna Underwear, Maison du Soir, Neiwai Intimates, Nubian Skin, Paloma Casile, Polkadot, Pegggers by Therafirm, Gogo by Therafirm, Seamless Thread, Slick Chicks, Something Wicked, Sophie B, Street People Atelier, ART, Uberlube, Ysabel Mora, Zhouli...

The seminar program at CURVENY NEW YORK this season was particularly rich and substantial. As usual, the Eveden Fit School was fully booked with retailers eager to learn about fitting. The Promostyl trend seminar was a huge success; retailers liked in particular the new flyer matching the participating brands' outfits with the Fall Winter 2015 trends. Ali Cudby's Art of Upsell presentation generated many questions from participants interested in applying her techniques in their retail environment. The Lingerie Consortium presented for the first time its services to CURVEXPO's attendees. Their white label brand offer was extremely well received. The first edition of the Social Media seminar was a hit as Faire Frou Frou (CA), Flirt Boutique (MN) and Nancy's Bra Boutique (TX) shared their experience and recommendations on how to take advantage of social media to boost their business. The last show event was a sneak peak preview of EUROVET's Spring Summer 2016 trend directions for fabrics and accessories. This was the perfect opportunity for Pierre-Nicolas Hurstel, CURVEXPO's CEO to present Interfilier New York next edition, on September 21<sup>st</sup> 2015.

The second edition of the "Lingerie Fashion Night" co-organized with LYCRA® at Location 05 a stunning Manhattan venue, was a huge success. Over 250 VIP buyers from the major department stores, key boutiques and online retailers as well as top press representatives mingled during the cocktail party. The fashion show started on a high note with dance steps highlighting the LYCRA® fiber performances and was followed by a series of outfits from the newest collections such as Addiction Nouvelle, Ajour, Amoena, Anita, Blackspade, b.tempt'd, Bordelle, Chantelle, Curvy Couture, Donna Reis, Elomi, Eberjey, Empreinte, Erica M., Evollove, Fantasie Lingerie, Fayreform, Freya, Fleur of England, Heidi Klum Intimates, Huit, Leo, Leonisa, Luna di seta, Maison Lejaby, Marie Jo, Montelle Intimates, Natori, Panache, Prima Donna, Samantha Chang, Simone Pérèle, Skarlett Blue, Stella McCartney Lingerie, Wacoal and Zegna. Invista™ closed the runway presentation with a capsule segment featuring lingerie and swimwear designs incorporating LYCRA®.

Next shows:

- CURVENY NEW YORK | Javits Center | August 2-4 2015
- CURVENY@MAGIC | Las Vegas Convention Center | August 17-19 2015

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