

EUROVET AMERICAS / CURVEXPO MODE LINGERIE AND SWIM *August 2016 Pre-Show Press Release*



New York | JULY 31 - AUGUST 2

Las Vegas | AUGUST 15 - 16 - 17

Presenting the S/S 17 collections of more than 350 Intimate, Swim, & Men's Underwear brands

Eurovet Americas/CURVEXPO is preparing to present the Spring/Summer 2017 collections of more than 350 Intimate, Swim, and Men's Underwear brands to the top North American retailers.

For August 2016, Eurovet Americas/CURVEXPO would like to highlight the streamlining of the CURVENY NEW YORK show as well as the exciting new location of CURVENV Hosted by PROJECT WOMENS. For CURVENY NEW YORK, attendees will be able to easily find brands, booth numbers, and appointments via the updated Mobile Application and Interactive Floorplan. In Las Vegas, CURVENV will now be within the halls of PROJECT WOMENS at the Mandalay Bay Convention center, a move that will render the show nearer in proximity to a higher concentration of contemporary ready-to-wear brands to promote crossover. For both CURVENY NEW YORK and CURVENV Hosted by PROJECT WOMENS, the New Account Program as well as the Personal Shopper Program will be available; both aid in the discovery of new brands.

Commencing the season is Mode Lingerie and Swim CURVENY NEW YORK which will take place on July 31, August 1 & 2 at the Javits Center. Situated in the middle of the swim and lingerie market weeks, buyers will be in town to preview and shop all intimate apparel categories; myriad have already registered and are looking forward to attending the show. At the show, buyers will find a multitude of fresh and innovative product offering via the Selection Guide; brands such as *Lou* and *Stella McCartney* are debuting swimwear this season, and there is a strong selection of activewear brands such as *Body Glove Activewear*, *Commando*, *Hotmilk Lingerie*, *Juana de*

Arco, and *OnGossamer*. There will also be a plethora of new brands such as *Bluebella*, *Catherine Catherine Malandrino*, *Coquette*, *Cybele*, *Daniel Buchler*, *E.L.F Zhou London*, *Escora*, *Eva*, *Foxers*, *Gold Hawk*, *Haigman*, *Hesper Fox*, *Lascivious*, *Leilieve by Manicardi*, *Live!*, *Loulette Lingerie*, *Lusomé*, *Naturana*, *Natori Legwear*, *Marika Vera*, *Maryan Mehlhorn*, *Matman*, *Music Legs*, *Naturana*, *Rafaella Intimates*, *Recco*, *Sambarela*, *Sapph*, *Shock Absorber USA*, *Silk & Soul*, *Sky Hosiery*, *Soigne*, *Sokoloff Lingerie*, *Squeem*, *Swenny*, *Vanilla Night and Day*, *Wysteria Lane*, and *Xusany*, among others.

Dynamic events will take place on all three days of the show. The Eveden Fit School will be providing seminars from fitting experts and will concentrate on both lingerie and swimwear. These are hands-on class experiences where you can gain valuable knowledge to bring to your clients, whether it be to strengthen relationships

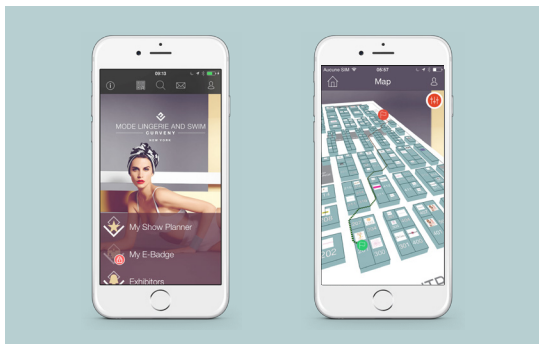


with returning clients or to render new ones faithful to your store or boutique. There will also be presentations from trend agency Promostyl where buyers can discover the top styles and colors for the upcoming Spring-Summer 2017 season.

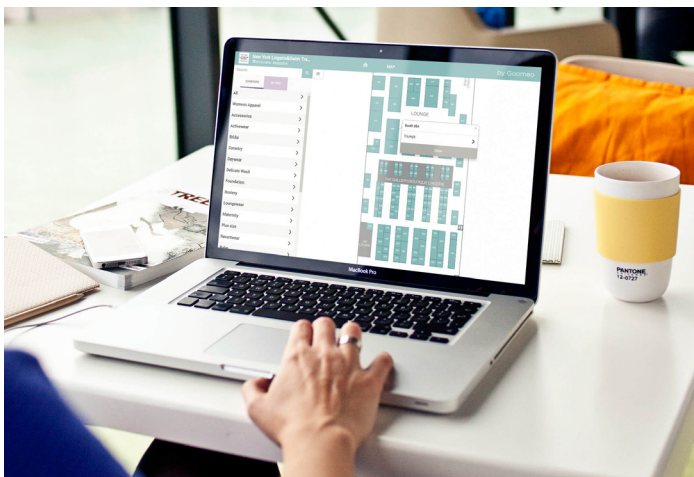
At the end of day one and two, all attendees will enjoy a **flash fashion show**, where models from brands will walk the perimeter of the show floor, showcasing a look from their respective brand and displaying the exhibitor name and booth number. There are already over 50 brands participating and the number is increasing every day!

Starting at 6:00PM on Monday, August 1st, buyers and exhibitors alike will be able to enjoy small bites and drinks while networking at the after show party, taking place at The Frying Pan, a boat situated minutes from the Javits Center on the Hudson River. The address is 207 12th Ave, New York, NY 10001; we hope to see you there!

Buyers during the show can enjoy the benefits of the **Mobile Application** that was introduced during the February 2016 show, available again on all mobile devices (iPhone, Windows, Android).



With the app, buyers will be able to easily find the brands in which they have appointments with as well as look up their favorite brands and event happenings on show site. Another feature is the **Interactive Floor Plan**, which is a digital representation of the Floorplan, so buyers can easily find a brand's booth number and location either before or during the show. The Mobile Application is available for download now on your preferred app store by typing "CURVEXPO"!



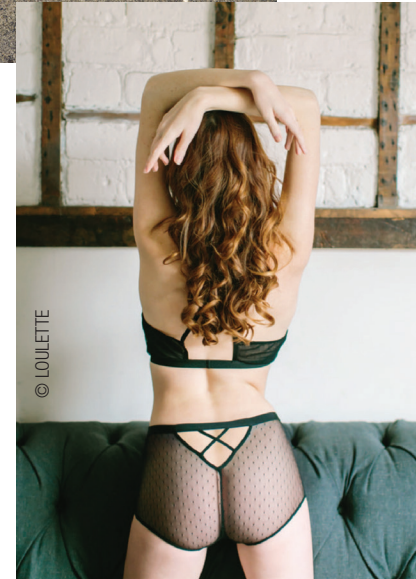
Buyers from Mode Lingerie and Swim CURVENY NEW YORK as well as CURVENY hosted by PROJECT WOMEN'S can contact us to be a part of the **Personal Shopper Program**. This program is not unlike an extremely helpful and knowledgeable salesperson in a boutique; a buyer must simply explain their current product offering and how they would like to expand, and we will provide them with a selective list of exhibiting brands whose products meet the criteria given. This is extremely helpful not only in saving time, but 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 Salon International de la Lingerie in Paris in January 2017.

Following Mode Lingerie and Swim CURVENY NEW YORK will be our Las Vegas Edition. For August, CURVENY will relocate inside the MAGIC fashion marketplace at the center of the PROJECT show, located at the Mandalay Bay Convention Center, which is the premier contemporary fashion event for men and women alike. Eurovet Americas and UBM have been working hand in hand to bring together swimwear and intimate apparel categories under one roof since August 2015; after two successful seasons of collaboration, it was decided that it was time for CURVEXPO to share the same floor at the Mandalay Bay Convention Center as the contemporary ready-to-wear exhibitors of PROJECT.

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The new location at Mandalay Bay will create a one-stop shopping venue for retailers looking to add swim and lingerie to their contemporary merchandise mix. It will also enable brands and retailers to build even better relationships, discover new trends, develop cross-over between product categories and conduct business in a convenient, aesthetically high-fashion and cost-effective environment.

"This is excellent news for our exhibitors and visitors who will be immersed in one of the best- if not THE best- trade shows happening during Vegas' fashion week, showcasing only the best contemporary brands and creating incredible business opportunities," Eurovet Americas/CURVEXPO CEO Pierre-Nicolas Hurstel rejoices. Michael Alic, Managing Director of Fashion for UBM Americas, in charge of the MAGIC fashion marketplace, explains, "This is really the best possible location CURVENY could dream of in Vegas. We are very happy to go a step further into bringing the Lingerie and Swimwear categories together and keep developing business synergies between our shows."



Buyers attending CURVENV hosted by PROJECT WOMENS have also already signed up for this show, and are excited to see a strong collection of swimwear brands, including Frankies Bikinis who focuses on boho-chic beachwear and swimwear that suit everyone, and Lolli Swim, the flirty brand known for swimwear with sugary sweet prints and saturated colors. Buyers will see many other strong swim brands such as *Agua Bendita*, *Albertine*, *Ale by Alessandra Ambrosio*, *Airvata Swimwear*, *Ally B Swimwear*, *Amoressa*, *Body Glove*, *Chloe Rose Swimwear*, *Dalcosta Beachwear*, *EG Lux*, *Gottex*, *GSaints Swimwear*, *Heat Swimwear*, *Larissa Lahijani*, *Luccas Beach and Fun*, *Luli Fama*, *Maaji*, *Malanski Swimwear*, *Ocean Couture*, *Pia Rossini*, *Sambarela*, *Sauvage*, *South Beach*, *Trina Turk*, *Vitamin A*, and *Yira Swimwear*, to name a few. There will also be a strong showing of lingerie brands, such as *Lise Charmel*, who's five sub-brands cater toward every woman's preference, and *Anita*, where one can find products ranging from maternity to swimwear. A selection of other indispensable intimate apparel brands attending the show are *Cosabella*, *Eberjey*, *Lonely*, *Lou*, *Maison Lejaby*, *Montelle* and *Panache*, among many others.

The Hotel/Resort and Spa program will be returning to CURVENV to host its 4th session and is anticipated to be an extraordinarily successful edition. Twenty expected buyers representing hundreds

of properties will be joining for a unique experience where we aid in booking their appointments, offer amazing gifts, and invite them to a meaningful and rich panel discussion and networking opportunity with the top resort-oriented brands of the show.

Eurovet Americas/CURVEXPO believes that the preparation before a trade show is just as valuable as walking the floor during the 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 buyer, how to make the most of the marketing tools that are offered on the website. These webinars will provide attendees with the flexibility to learn about our website whenever is most convenient.

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

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