



Pre-Show Press Release

New York, NY – June 13, 2016

UBM and EUROVET Americas reinforce their strategic alliance by co-locating CURVENV with PROJECT WOMENS at the Mandalay Bay Convention Center on August 15-17.

The next edition of **CURVENV** will be held on August 15th, 16th, and 17th, 2016 co-located with PROJECT WOMENS - the premier contemporary fashion event for women's and men's - at the Mandalay Bay Convention Center in Las Vegas.

UBM, the leading US-based events and marketing services group, fashion's largest global trade show, producer of MAGIC Marketplace - and recent acquirer of Business Journal Inc. - , and EUROVET AMERICAS / CURVEXPO, producer of the **CURVENV** trade show and global leader in lingerie and swimwear trade shows, decided to bring their partnership to the next level, starting this August 2016. The two partners - who have been working hand in hand to consolidate the swimwear and lingerie categories into one location since August 2015 - decided that after two successful seasons of collaboration, it was time for **CURVE NV** leading lingerie and swimwear brands to share the same scene as the contemporary ready-to-wear brands exhibiting at PROJECT WOMENS, part of the MAGIC Marketplace

Ready-to-wear, swimwear and intimate apparel markets are merging, with stores developing their inventory and mixing fashion and lingerie brands to create a one-stop shop lifestyle experience for their customers. This new location for **CURVENV** will greatly ease and improve the shopping experience for international and west coast retailers visiting the Las Vegas fashion marketplace. **CURVENV** will enable brands and retailers to build stronger relationships, discover new trends, develop the cross-over between product categories and conduct business in a convenient, high-fashion oriented and cost-effective environment.

CURVENV - who will celebrate its 10 year anniversary in 2017 - could not think of better news to share with returning as well as new exhibiting brands.

"This is excellent news for our exhibitors and visitors who will be immersed in one of the best – if not THE best – of the trade shows happening during Las Vegas' fashion week, showcasing only the best contemporary brands and creating incredible business opportunities", EUROVET AMERICAS / CURVEXPO CEO Pierre-Nicolas Hurstel rejoices. "This was the logical evolution in our collaboration with UBM and MAGIC and I am thrilled that we made it happen".

"This is really the best possible location **CURVENV** 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”, says Chris DeMoulin, managing director of fashion for UBM, in charge of the MAGIC fashion marketplace.

About UBM:

UBM is a leading global marketing services and communications company, whose primary focus is events. They help businesses do business, bringing the world's buyers and sellers together at events, online and in print. 5,100 staff in more than 20 countries are organized into specialist teams which serve commercial and professional communities, helping them to do business and their markets to work effectively and efficiently. Running over 400 events per year, UBM is the second largest exhibitions organizer globally and the largest independent organizer in the US and China.

About EUROVET AMERICAS / CURVEXPO:

EUROVET AMERICAS / CURVEXPO produces Mode Lingerie and swim CURVENY New York and CURVENV Las Vegas - the #1 lingerie and swimwear trade shows in North America, showcasing the Spring-Summer and Fall-Winter collections of more than 350 exhibiting international brands. The best lingerie boutiques, the most stylish swimwear retailers and e-tailers, the most prominent department stores are visiting their shows from all over the world to shop the latest in lingerie, swimwear, activewear, men's underwear, and many more. The shows take place in the best venues of both coasts during fashion weeks in February and August (Javits Center in New York and Mandalay Bay Convention Center in Las Vegas). EUROVET Americas is the US subsidiary of Paris-based company EUROVET, producing internationally recognized trade shows in the lingerie, swimwear and textile industries for over 30 years (Salon International de la Lingerie Paris, Mode City, Interfilere...). <http://www.eurovet.fr/en/our-shows-worldwide/>

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

For more information, please visit our website www.curvexpo.com or contact us at:
Eurovet Americas/CURVEXPO, 475 Park Avenue South, 6th Floor – New York, NY 10016
Tel: 212.993.8585 | Fax: 646.607.9065 | E-mail: info@curvexpo.com