

curve

LOS ANGELES

FALL 2020



EUROVET
AMERICAS



intro

Curve Los Angeles had a strong launch in February 2020, delivering an important West coast meeting point for the industry.

A brand-new show providing freshness and intimacy to encourage brands and their buyers to enjoy conversations and good vibes.

Produced by Eurovet, the world-leading tradeshow organizer for the intimate apparel industry, Curve remains the one-stop shopping experience for brands and retailers.

Raphael Camp
CEO, Eurovet Americas

the place to be

“ As a buyer of many years I found this show one of the easiest to navigate. Having everything under one roof made it so much easier to find new products - I found it easy to use my time effectively. I also loved that it was so near the airport, and at the same time in a safe location. [...] A much easier environment to work in. So Thank You.”

- Chadwicks of London, CA

I absolutely loved the venue! **The open floor plan with natural light really made a difference in the energy of the show.** The vendor turnout exceeded my expectations as well! The participation was **the best I have seen from a west coast market in over 5 years.** Thank you for reviving the West Coast show.

- Suelto Boutique, MT



Discover
the show
in pictures
and video

“ the best west-coast market ”



beautiful location



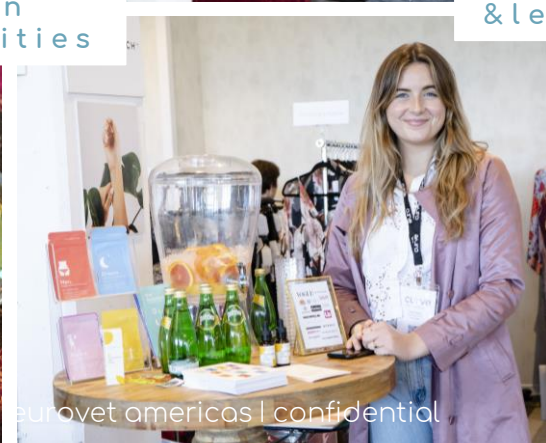
Intimate atmosphere



fun activities



lunch & learn



eurovet americas | confidential



... los angeles

The future of fashion?



“The Fashion sector accounted for the second largest share of creative industry jobs in L.A. County, contributing nearly 1 in 5 jobs of the creative industries’ total employment in the County.

While New York City is also considered a global fashion hub, the Fashion sector in Los Angeles County employs around 24% more workers than its East Coast counterpart.”

Source: 2019 Otis Report on the Creative Economy.



“The talent is here” said Elyse Walker, the longtime L.A. retailer with luxury multilabel boutiques in the Pacific Palisades and Newport Beach, and the fashion director of online site Fwrdr by Elyse Walker.

“And everyone wants to be in L.A. or come to L.A., if you build it they will come.”

Source: “L.A. is the future of the American runway” Access to the WWD March 2019 article [here](#).

World capital of cool

Casual intimates and sport bras are two main growing categories, with approximately 40 percent of Millennials indicating that the majority of their closet consists of what they call “comfort wear”, as seen in NPD’s [Trend Tracker](#) report (2019).

Not to mention that L.A. is the World’s epicenter for healthy, eco-conscious lifestyle, two values that are shared by Millennials as well.



who? meet the buyers



sneak peek

the best Curve Los Angeles

attendees

Amoureuse	Lulu's Nouvelle
Bratopia	Luxe Lingerie
Calla Lily Fine Linens	Maris Collective
Chadwicks of	Purrrmission
London	Revelation in Fit
Dentelle Fine	Revolve
Lingerie	Romantiques
Directives West	Special Moments
Fanny Wrappers	Suelto
Footsie	The Lingerie Shoppe
Free People	Title Nine
Glamour House	Toujours
La Belle Fifi	Truly U
Lille Boutique	Yves Lingerie
Lingerie Paradis	

Type of Store - qualified buyers

Specialty Stores (Lingerie)	80%
Ready To Wear/Concept stores	9%
Online pure players	8%
Spa / Resort	2%
Department stores	1%

Geography - qualified buyers

West Coast	86%
AK, CA, CO, NV, HI, OR, UT, WA	
* among them California	*77%
East Coast	6.5%
Other States	5%
International	2.5%



"This was the best CURVE show ever. The venue was outstanding as was the attention to detail in all aspects of the show. I have a renewed good feeling about a business that has been hard to continue to love." (anonymous buyer, post-LA show survey)

curve

LOS ANGELES

FALL 2020

contact us

exhibitor@curvexpo.com

+1 212.993.8585