

curve

NEW YORK

MID-SEPTEMBER 2020



EUROVET
AMERICAS

intro

Curve New York - our flagship event - has been the reference in the intimate industry for the past 13 years. The August 2019 show was a strong edition with over 200 brands and 1,800 qualified buyers in attendance.

Curve show is unwaveringly dedicated to providing top of the line services and experiences for exhibiting brands and buyers alike to inspire, educate, and drive the intimate wear world forward.

Produced by Eurovet, the world-leading tradeshow organizer for the intimate apparel industry, **Curve** remains the one-stop shopping experience for brands and retailers. The New York edition provides a stage for industry's top brands, buyers, press, and influencers over the course of a three-day business and networking event.

Raphael Camp
CEO, Eurovet Americas



who? meet the buyers

Geography*

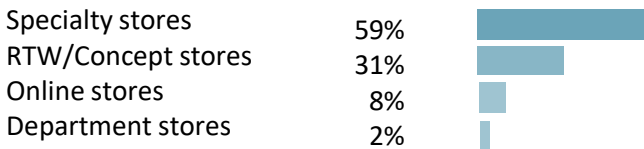
USA : 87%

East Coast: 73%

International : 13%

Canada: 6%

Store type*



*Stats from August 2019.

Top Attendees

Alla Prima	Eyelet Dove	Neiman Marcus
Allure Intimate Apparel	Free People	Net A Porter
Aristelle	Freshpair	Oh Baby Lingerie
Azaleas	Freudian Slip	Ooh La Lace
Barenecessities.com	Galatea	Petticoat Lane
Basics Underneath	Gazebo	Rigby & Peller
Belle Mode Intimates	HerRoom.com	Saks Fifth Avenue
Beneath It All	Hope Chest	Shopbop
Bergdorf Goodman	IC London	Soxbox Accessories
Bits of Lace	Iris Lingerie	Sugar Cookies
Bloomers	Jenette Bras	Suzette Hosiery
Bloomingdales	Journelle	Sweetest Sin
Bras Galore	Julian Gold	The Bra Shoppe
Bravo Boutique	La Petite Coquette	The Lingerie Shoppe
Brooklyn Fox Lingerie	La Maison Simons	TJX
Christina's	Lace & Day	Top Drawer
Claire de Lune	Le Boudoir	Town Shop
Collange Lingerie	Linea Intima Lingerie	Trousseau
Coup de Foudre	Lingerie On Lex	Urban Outfitters
Dain Shoppe	Lilies & Lace	Vy's Closet
Debra Lingerie	Liz Steinfeld	Zulily
David's Bridal	Lulu's	
Dillard's	Macy's	
Donna Bella Lingerie	Maison Bleue	
Embrasse-Moi	Nancy Meyer	
Everything but Water	Narcisse	



58% of visitors are very satisfied with Curve (industry average = 28%)

98% say they will likely return

Source: explori, survey, August 2019



"Thanks for your new exhibitor suggestions. I found several new accounts that I ordered/will be ordering from!!"

- Sugar Cookies, New York City

brands

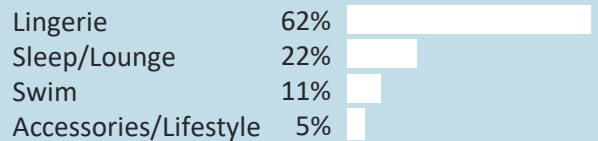
- B.tempt'd
- Cache Coeur
- Calida
- Chantelle
- Claudel Lingerie
- Clo Intimo
- Cosabella
- Cosmostyle by Cosmopolitan
- Curvy Kate
- Dominique Intimates
- Dreamgirl
- Elomi
- Empreinte
- Fantasie
- Fit Fully Yours
- Fleur't Intimates
- Freya
- Goddess
- Hanky Panky
- Journelle
- Just Sexy Lingerie
- Leggstory
- Leonisa
- Linda Hartman
- Louisa Bracq
- Lusome
- Maison Lejaby
- Miel
- Miss Elaine
- Montelle Intimates
- Natori Intimates
- NuBra
- Oh La La Cheri
- P.Jamas
- Parfait
- Passionata
- PJ Salvage
- Pour moi
- Roma Confidential
- Rössli
- Rya Collection
- Simone Perele
- Skarlett Blue
- Skin Lingerie
- Sugar Candy
- Undress Code
- Uwila Warrior
- Wacoal



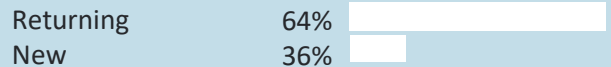
“The new brand award has been so meaningful to us as a start up. We look forward to being a part of the curve show in a bigger way.”

Bree McKeen, CEO, Evelyn & Bobbie

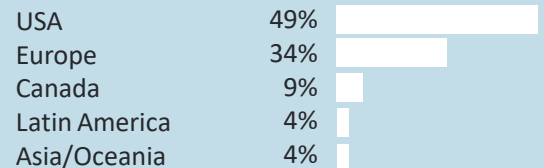
Product category*



Exhibitors



Origin*



*Stats from August 2019.

“For our first show and the launch of our new brand I just wanted to say we were super pleased with the outcome.”

Siella Montreal

build business

Looking for an agent? The Curve team has an extensive knowledge of the industry and can connect you with the agents that will work best with your brand

Pitch off

Our Pitch Off event invites a selection of new exhibitors to introduce their brand and tell their story to an audience of buyers. Get the most votes and earn bragging rights as “Curve’s Favorite New Brand”.



Speed dating

You might not be looking for excitement in your love life, but Curve knows your business is a different story. Our team carefully curates a select group of brands and retailers for speed meetings in hopes that we can help strike a good match!



Looking for a connection?

The Curve team has an extensive knowledge of the brands and retailers at our show and in our network. We can connect you with the buyers that will work best for your brand.

“Thank you all for your incredible support! I am grateful to each and all of you for the fantastic tools and opportunities you provided to maximize my exposure at Curve New York. You are together a power team!”

Monique Morin – NEW exhibitor 2019

be inspired

Panel discussions



Networking cocktails



Industry & Fashion information



Giveaways & tastings



Instagram ops



Pop-ups + curated lounges



Beauty events



"Great show! Felt like I was in a beautiful retail store rather than a typical tradeshow." - Brayola (retailer)

be noticed

Showing up is only half the battle. Be sure to take advantage of all the exposure opportunities Curve has to offer to make a lasting impression.

Pre- and post-show promotion

Use your dedicated exhibitor portal and brand page to be featured in our monthly editorial newsletters, on our homepage or in-house magazine, and get shout-outs on social media.

All complimentary as a standard part of your Curve package.



On-site exposure

Show off your brand imagery in our VIP Lounge or at our show entrance, style a mannequin in your designs, or place a giveaway in show attendee bags.

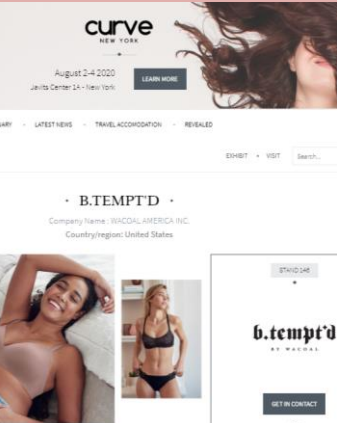


Printed exposure

Take out advertising in our floor guide or Curve's in-house magazine. Have your logo printed on our floorplan to be sure you're noticed.

Digital exposure

Promoting on our social media accounts and the Curve show mobile app puts your brand information in the palm of our show attendees' hands.



Ask us about pricing for on-site, printed and digital exposure.

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