



# CURVE

MODE LINGERIE AND SWIM  
LAS VEGAS — NEW YORK



*“CURVE celebrates 10 years by building on innovations, hosting a gala dinner, and diving into a more phygital era.”*

PRE-SHOW  
PRESS RELEASE

November 2016  
New York, NY

NEWYORK  
FEB-MARCH  
**MON 27**  
**TUES 28**  
**WED 01**

LASVEGAS  
FEBRUARY  
**TUES 21**  
**WED 22**  
**THUR 23**

2017 is an exceptional year for the Eurovet Americas/CURVE shows as it marks the 10<sup>th</sup> anniversary of the company’s creation; to celebrate, **CURVE** looks back, reminiscing on the successful past ten years, but most importantly turns its eyes forward, pioneering new technologies to help pave the way to a new digitally focused world. Throughout the past decade, the **CURVE** shows have evolved and modernized with new advancements and a concentration on investments to create new business opportunities as well as an optimal phygital (digital + physical) environment. Akin to previous seasons, 2017 will be host to many innovative developments technologically, digitally, and tangibly. Eurovet Americas, producer of the **CURVENEWYORK** and **CURVELASVEGAS** shows, is committed to providing streamlined processes and complimenting the show atmosphere with added-value events and exhibits to aid attendees in what they do best: conducting business.

## CURVELASVEGAS

Opens the show season at PROJECT WOMENS.

The season commences with **CURVELASVEGAS** on February 21, 22, and 23, taking place at the heart of PROJECT WOMENS at the Mandalay Bay Convention Center. This new location was introduced in August 2016 and was met with extremely positive reviews due to the energetic show atmosphere as well as the proximity of contemporary ready-to-wear brands and well-thought-out product positioning. The setting aided in connecting and facilitating 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 time-efficient environment.

At **CURVELASVEGAS**, buyers will have the chance to meet with a strong collection of intimate apparel brands with the likes of *Ajour*, *Anita*, *b.tempt'd*, *Bedhead Pajamas*, *Cake Lingerie*, *Chantelle*, *commando*, *Cosabella*, *Eshma Mardini*, *Leonisa*, *Lou*, *Huit*, *In Gear Swimwear*, *Jolidon*, *Maison Lejaby*, *Miraclesuit Shapewear*, *Montelle Intimates*, *Munki Munki*, *NuBra*, *Rosa Faia*, *Savage*, *Silk & Soul*, and *Wacoal*, among others.

## CURVENEWYORK

Focuses on seamless processes.

The positive attitude will return to the east coast for **CURVENEWYORK**, which begins on Monday, February 27 (instead of the usual Sunday start) at the Javits Center. This extra day gives exhibitors who attended **CURVELASVEGAS** an extra day for cross-continental traveling with their new collection, as well as to reset and prepare for New York. This will also align with the other ready-to-wear and accessories shows that are taking place during the same dates at the Javits Center. **CURVENEWYORK** will continue until Wednesday, March 1.

Attendees who would like to visit **CURVENEWYORK** as well as the other simultaneously occurring shows at the Javits Center will now be able to easily move in between the shows thanks to a co-badging



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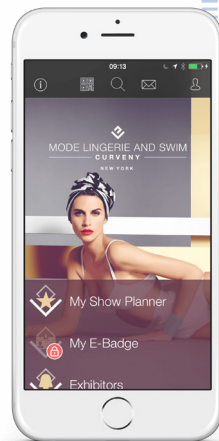
partnership with UBM- our partner on the west coast. This streamlined development will permit all attendees who have a **CURVENEWYORK** badge to visit other shows without having to re-register, and vice versa, allowing for a higher level of convenience and free flowing atmosphere for buyers and press.

### LEAD RETRIEVAL SERVICE

New for the upcoming season is the Lead Retrieval Service, an innovative and easy-to-use technological added value in New York. The service, available on the **CURVENEWYORK** mobile app, will allow all exhibitors to scan the badges of attendees who enter their booth directly on their smartphone. The digital business profile of the individual will be instantaneously uploaded and qualified in real time, able to be referenced immediately as well as after the show to ease the follow-up process.



@COSABELLA



@B.TEMPT'D



@LOU

### A CHARITY DINNER TO CELEBRATE CURVE PARTICIPANTS AND ATTENDEES

To celebrate the 10 Years of the **CURVE** shows, a unique exhibition will be hosted at **CURVENEWYORK** showcasing the iconic styles throughout the years of featured honored brands. There will also be a charity Gala dinner in the evening following the first day of the show, February 27, with 250 individuals attending. The dinner will be located at the Tribeca Rooftop, a gorgeous event penthouse in the heart of downtown Manhattan providing breathtaking views of historical TriBeCa. Here, there will be 20 guests of honor gathered into 10 unexpected couples to highlight how ubiquitous matchmaking is in the **CURVE** mission (matching lingerie and swim, brands and retailers, the east and west coast, etc). 100% of the proceeds from the Gala will be given to breast cancer research, of which the partner is yet to be announced.





# *See you in February!*

**CURVE** is the only show in North America solely dedicated to Intimate Apparel, Swimwear, and Men's Underwear. The **CURVE** shows will be presenting the collections of over 350 brands at **CURVELASVEGAS** Feb. 21-23, 2017 at the Mandalay Bay Convention Center, and **CURVENEWYORK** Feb. 27-March 1, 2017 at the Javits Center North. The **CURVE** shows are produced by EUROVET AMERICAS, a EUROVET company.

EUROVET is the undisputed world leader for lingerie and swimwear, with international events in Paris, New York, Shanghai, Hong Kong, Las Vegas, Cannes, and Moscow. It is also the French reference for sports textiles and equipment trade shows.

Stay Ahead of the Curve with Twitter @curvexpo, Facebook.com/curvexpo and Instagram @curvexpo #curveny #curvenv to follow the show live and to share your experiences! For more information, please visit our website [www.eurovetamericas.com](http://www.eurovetamericas.com)



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