



**Press Release**

**For Immediate Release**

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**APLF energizes Fashion Access and MM&T fairs with innovation, newness and fashion**

The APLF Fashion Access and MM&T fairs ended April 2nd in Hong Kong with encouraging numbers, while innovation, newness and a strong fashion focus fostered an energetic mood.

According to the verified figures, visitor numbers for the combined fairs totaled almost 30,000 this March, an optimistic number considering today's grim global economy.

2009 saw overall fewer visitors compared to last year but there were increased numbers reported from important markets Spain, the Middle East, Thailand, Pakistan and some South American countries including Colombia, Argentina and Venezuela.

"In view of travel cuts and the economic downturn, the small drop in the number of visitors was much less than we anticipated. People are allocating their budgets to attend major shows to better use their travel budgets," noted Michael Duck, Director of APLF.

The organisers responded well to the current economic climate by placing greater focus on fair value – this year, more than ever. Numerous exhibitors at both Fashion Access and MM&T, for example, commented that the quality of buyers and their openness to do business had exceeded their expectations.

Visitors were also pleased.





Buyer Billy Norris of US handbag and travelware company Daymakers of Santa Barbara, best known for its practical styles, found inspiration in the design directions presented at the Fashion Access and MM&T trends lounges.

He told the online leather and fashion trade publication [FashionNetAsia](#) "Seeing the trends and innovations at the fairs showed me just how much fashion can energise a product."

American fashion designer Aileen Lai commented: "I found the APLF MM&T trade show to be quite a success with a lot of new vendors that I had not seen in the past - which means a lot during such economic times".

"Simply put, buyers still need to buy even though business is tough," Lai added.

#### Newness, Trends and Innovations

Fashion Access, which focuses on finished leather goods, shoes, accessories and some apparel, attracted buyers by offering a wide range of quality products. Of particular interest were the high-tech ski gloves enhanced with ergonomic design and material (from Japan's Matsuoka Glove Co.), Brazilian shoe brand Luiza Barcelos Calçados for its bespoke-style fashion offer, and the elegant, seamless leather goods by Hong Kong's Chanceland.

**The use of leather for garments is re-emerging**, and is one look to watch for upcoming seasons. Driving this trend at Fashion Access was Brazilian designer Patricia Vieira's innovative collection of modern and wearable leather garments.

Meanwhile, new leather innovations unveiled at the materials and leather-focused MM&T added to the importance of this trend. Leather supplier Uyguner Deri from Turkey took home a Best of APLF Award for its ultra-thin, supple leather offered in a wide range of colours that widen possibilities for the creation of garments





Exotic skins, bright colours, embossed abstract patterns, ombre effects and soft yet durable finishes were among the other key trends dominating the fair grounds at MM&T.

Furthermore, APLF has not lost sight of the big-picture issue of Sustainability. It was a key topic discussed at APLF's concurrently run Prime Source Forum last week, as well an important driving force in the design set-up and production of the Fashion Access and MM&T fair grounds this year.

APLF unveiled greener fairs through operational initiatives that reduce post-show waste and increase use of recycled and reusable raw materials.

### **From Raw Materials to Fashion, Textiles and Apparel**

By holding Fashion Access, MM&T and Prime Source Forum concurrently, the organizers are offering value at every level.

“All the processes in the value chain are closely interrelated,” Mr. Duck explained. “During these hard times it has become apparent how important it is for a business to consider the effects and outcomes of each and every step. This kind of information is close at hand at our vertically-integrated fairs.”

“Additionally, our successful Prime Source Forum, which focuses on apparel and textiles, demonstrates how connected we are within industries that parallel leather and fashion accessories sectors.”





### **About APLF Limited**

APLF Limited is a joint venture between UBM Asia Limited and SIC SA, Paris and is managed in Asia by UBM Asia Limited.

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