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Volume halls open one day early
www.autumnfair.com

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Accessories at Autumn 2010

New catwalk cafe will bring fashion to the fore at key seasonal trade event

Following an exceptional Autumn Fair International 2009, which attracted over 10,500* buyers of fashion accessories, show organiser Emap Connect has announced a major investment and expansion plans to further grow this booming market segment.

The highlight of Accessories at Autumn 2010 will be a brand new Catwalk Café area in Hall 4 of The NEC, which will provide seasonal direction on market-defining new trends for fashion-focused buyers.

Produced by Rah Productions, which created the Pandora Catwalk Café for The Jewellery Show at Spring Fair International, the Autumn catwalk will provide a stunning showcase for the full spectrum of fashion accessories, a highly profitable growth area for retailers of both general giftware and specialised attire accessories.

All exhibitors in the sector will be centrally located around the Catwalk area, to facilitate visitor navigation and provide a focal point for fashionistas on the hunt for what's hot.

Event director Julie Driscoll comments: "The growth in fashion accessories at Spring Fair International and in the market generally has led us to launch the Accessories at Autumn

feature. Our fashion accessories and handbag exhibitors had a phenomenal Spring Fair and are clamouring for us to help them grow this thriving market at Autumn”.

With collaboration from Emap’s international market-defining and trend-setting brands, which include WGSN (World Global Style Network) Drapers, Pure and Retail Jeweller, the business has a strong leadership position in this growing market.

“Our ambition across the two seasons at Autumn and Spring,” Driscoll continued saying, “Is to build Europe’s largest fashion accessories offering. By working with Emap’s fashion portfolio, we are absolutely leading the way on an international scale in terms of fashion accessories trends.”

Speaking of the show’s new catwalk feature, the chief executive of the BTTA (British Travel Goods and Accessories Association), Diana Fiveash said: “I am thrilled that Autumn Fair will be launching its first accessories catwalk. The fashion accessories industry is booming and the expansion of the fashion accessories area in Hall 4 is a reflection of this. Buyers will love the catwalk because it will help them to buy on trend and it will give exhibitors a chance to show off their best ranges. The BTAA will certainly be supporting this exciting venture.”

Exhibitors are in no doubt about the value of Spring and Autumn Fair to their business.

Sarah Banks, owner of US manufacturer, Wonderweave, said there was great interest in her new wraps and ‘vegan leather’ handbags, both launched at Autumn Fair 2009, saying: “I’ve been in the UK market for about three years now and we’re having a really great show, I think it’s getting back to how it used to be and people are placing lots of orders on site”.

Buyers benefitted from the comprehensive selection of design-led, trend-shaping new products launched by exhibitors. Kim O’Hara of Room Number 9 in Leighton Buzzard was at the show seeking handbags, scarves, jewellery and other accessories. She commented: “I’ve found lots of things, mostly from existing suppliers, but I have also opened a few new accounts. There are a lot of good products at this show; Spring and Autumn Fair are where I do all my buying. Actually I do everything here!”

*ABC audited

Notes for editors

- Autumn Fair International takes place on Sunday September 5 – Wednesday September 8 2010, volume hall opens one day early.
- 10,725* visitors to Autumn Fair 2009 – over a third of the total number of buyers attending the event – said Fashion Accessories and Jewellery were of either primary or secondary interest to them, making this one of the show's most important sectors. This figure represents the UK's largest seasonal gathering of accessories buyers.
- Autumn Fair 2009 drew a total of 28,686 visitors, with a combined spending power of £5 billion

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