



SOURCING atMAGIC

Where Fashion Starts

SPRING 2012 TREND & COLOR OUTLOOK

Key fashion trends and hues presented by Fashion Snoops and Pantone. See page 6.

POST | SHOWREPORT

FEBRUARY 2011

**RECORD GROWTH. MORE ATTENDEES THAN EVER.
UPBEAT MOOD AT SOURCING AT MAGIC**

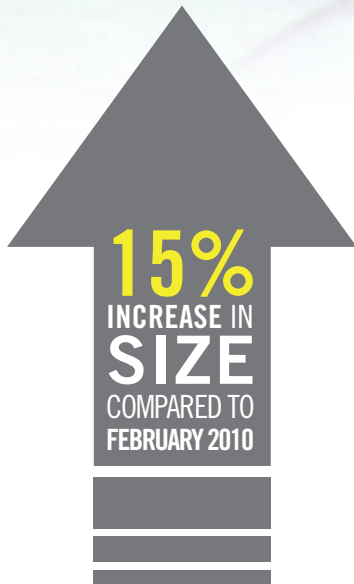


SOURCING AT MAGIC, THE MOST COMPREHENSIVE REPRESENTATION OF THE INTERNATIONAL FASHION SUPPLY CHAIN IN NORTH AMERICA, CONTINUED TO EXPERIENCE RAPID GROWTH THIS PAST FEBRUARY.

Held at the Las Vegas Convention Center, the event showcased 600+ apparel, footwear and accessories manufacturers, fabrics and design resources, along with exclusive trend forecasting and matchmaking services. This represented an increase of over 15% in size compared to the show in February 2010.

As part of MAGIC, the preminent fashion trade event in the U.S., showcasing over 5,000 leading fashion brands and attracting more than 60,000 visitors from 80 countries, SOURCING at MAGIC granted unparalleled exposure, networking opportunities and value to its exhibitors and thousands of branded wholesalers, retailers, designers and private label buyers.

NUMBERS & FACTS: EXHIBITORS



➔ **600+**
EXHIBITORS

40+
EXHIBITING
COUNTRIES



Strong country growth from the U.S., India, Pakistan, Ethiopia, and Hong Kong.

MAGIC
3,500+
EXHIBITING COMPANIES
SHOWCASING
5,000+
BRANDS AT MAGIC

WHAT EXHIBITORS ARE SAYING ...

"We had solid traffic throughout the show. It was a great opportunity for us to connect with many new customers and to reinsure the fashion industry that Egypt is open for business."

DINA ABDEL AZIZ, EGYPTIAN EXPORTERS ASSOCIATION

"We are proud to consider MAGIC our partner not only in the show completed this past February but also for the future as we will introduce more footwear manufacturers and new textile companies to MAGIC."

JORDAN SALIMAN, ETHIOPIA FOOTWEAR

"This was our first time at the show. As a new company, we were extremely happy to connect with major retailers and expand our business in the U.S. market. We got some great leads from the Sourcing Resource Center."

SARWAR KHAN, MR SOURCING LTD

"We have been attending MAGIC for four consecutive years and have met many valuable customers. Thank you MAGIC and see you in August!"

DAVID LU, HANGZHOU HUACHANG GARMENTS

"We are a domestic based company and made some good contacts that could lead to promising sales."

JOHN EASLEY, FLORIDA DEPARTMENT OF AGRICULTURE

MATCHMAKING PROGRAM – WHERE BUSINESS HAPPENS

The show continued to provide its successful and complimentary Matchmaking Program. Over 175 sourcing decision makers stopped by the Sourcing Resource Center to be matched based on their specific sourcing needs with potential resources.

As part of the show's exclusive Executive Connections Program, exhibiting contract manufacturers meeting specific sourcing needs connected with over 50 major U.S. retailers and branded manufacturers including Macy's, Lululemon, Disney, PacSun, Williamson-Dickie, Marithe + Francois Girbaud, Orchard Brands, Forever 21, Gymboree and many more.



NUMBERS & FACTS: ATTENDEES

WHAT ATTENDEES ARE SAYING ...

"The show was the best I have ever attended. Most vendors I met with were very focused and we will end up doing business with at least two of them. The Sourcing seminar was very useful."

LIVIU GOLDENBERG, **MARITHE + FRANCOIS GIRBAUD**

"The show turned out to be a very productive venture...there was lots of exposure not only in terms of apparel but non-apparel categories as well."

NAVJOT SINGH, **BEBE**

"We were extremely impressed with how organized the Matchmaking Service was and how much time they spent talking to each manufacturer finding out the details that vendors like us would be interested in. I'd consider staying an extra day next year just to go to more seminars."

GREG YOUNG, **NORTHWEST RIDERS CLOTHING**

"The SOURCING show was great for us. I did not allocate enough time for it and will change my plans next year. I met about 10 new resources who have subsequently visited our offices."

GLORIA BRANDES, **BB DAKOTA**

"The Matchmaking Service definitely made our day more efficient. Rather than wandering aimlessly, we were able to go directly to potential vendors so we could enjoy more of the show."

J'ANTAE HALL, **BENGJOF COUTURE**



OVER
30%
INCREASE IN
ATTENDANCE*
@ SOURCING
at MAGIC

*COMPARED TO AUGUST 2010



THE MOST PROMINENT RETAILERS ATTENDED SOURCING AT MAGIC, INCLUDING:

99 CENTS ONLY STORES	LULULEMON ATHLETICA
ABERCROMBIE & FITCH	MACY'S
AMERICAN EAGLE	MANDEE
OUTFITTERS	NORDSTROM
ANGL	OLD NAVY
ANN TAYLOR	ORVIS
BEALLS OUTLET	PACSUN
BEBE STORES	PENDLETON
BELK	REDCATS USA
BLAIR CORP	REI
BONNIE TOGS	SEARS
CHARLOTTE RUSSE	SILVER DOLLAR CITY
CHARMING SHOPPES	SOMA INTIMATES
CHICOS	TARGET
CITI TRENDS	THE CHILDREN'S PLACE
COMARK	TORRID
DICK'S SPORTING	TRAVELSMITH
GOODS	UNIVERSAL STUDIOS
DILLARD'S	HOLLYWOOD
DISNEY THEME PARK	WALMART CANADA
FOOT LOCKER	WILSONS LEATHER
FOREVER 21	ZAPPOS
GAP	ZUMBA FITNESS
GYMBOREE	
HARRAHS	
ENTERTAINMENT	
HOT TOPIC	
JCPENNEY	
KOHL'S	
LA MAISON SIMONS	
LL BEAN	

THE MOST PROMINENT BRANDED MANUFACTURERS ATTENDED SOURCING AT MAGIC, INCLUDING:

!!IT JEANS	JESSICA MCCLINTOCK
7 DIAMONDS	JFH GROUP, INC.
A & E GROUP INC	JOCKEY
ALSTYLE APPAREL &	INTERNATIONAL
ACTIVEWEAR	JONES FOOTWEAR
AMERICAN ESSENTIALS	LANIER
NEW YORK	MARCI ZAROFF
AXIS MENSWEAR	SUSTAINABLE BRANDS
BUFFALO JEANS	MARITHE + FRANCOIS
CAMP DAVID	GIRBAUD
CAPITAL MERCURY	MCGREGOR
APPAREL	INDUSTRIES
CHINESE LAUNDRY	MISS ME
CONNECTED APPAREL	ORCHARD BRANDS
DICKIES GIRL/APPAREL	P J SALVAGE
LIMITED	PERRY ELLIS
DOCKERS	INTERNATIONAL
DOLLHOUSE	PING GOLF
EASTMAN GROUP	SUPERIOR UNIFORM
ENDURANCE	GROUP
EYESHADOW	TAILOR VINTAGE
FAME JEANS	TEAMWORK ATHLETIC
FIFTH SUN	APPAREL
FORTUNE FASHIONS	TRUE RELIGION
FOX HEAD	US POLO ASSN
FRUIT OF THE LOOM	VAYOLA
GEAR FOR SPORTS	VERA BRADLEY
GUESS	WILLIAM CARTER CO
HYBRID TEES	WILLIAMSON-DICKIE
ISAAC MORRIS	YMI JEANSWEAR
JERRY LEIGH	INTERNATIONAL

25+ SEMINARS
FEATURING **60+**
TOP INDUSTRY SPEAKERS
AND **4,000+** SEMINAR ATTENDEES

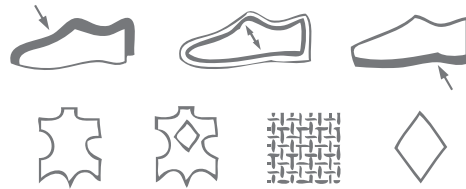


EXPANDED SHOW ENVIRONMENTS



FOOTWEAR CONTRACT MANUFACTURING

Adjacent to FOOTSTEPS, the new destination for fast fashion footwear, and FN PLATFORM, the national event for footwear at MAGIC featuring 1,250 major footwear brands, SOURCING at MAGIC showcased over 35 footwear contract manufacturers from the U.S., China, Egypt and Ethiopia.



PREMIER CHINA

PREMIER CHINA, a new area which debuted in August 2010, once again showcased more than 30 large vertically integrated women's, men's, and kid's wear manufacturers from China, offering contemporary design capabilities.



FABRIC & TRIM

This past February, SOURCING at MAGIC further expanded its fabric and trim environments with over 50 international textile companies from the U.S., Canada, Italy, India and Pakistan, among many others.



UNPARALLELED INTERNATIONAL SCOPE



FOCUS COUNTRY

Egypt took center stage as the SOURCING at MAGIC February 2011 focus country, featuring 15+ manufacturers and design resources. Throughout the past five years, Egypt has cemented its position as a fashion hub for European and American high street brands and continues to grow rapidly.



STRONG COUNTRY GROWTH

Top apparel producing countries significantly expanding their presence at the February show were the U.S., doubling the numbers of exhibitors compared to the previous August show, Hong Kong, Pakistan, India, Ethiopia and making its debut, Oman.

“SOURCING at MAGIC’s international scope is unparalleled,” said Chris DeMoulin, President of MAGIC International. “We bring the world to our exhibitors and retail attendees.”

THE LATEST IN TRENDS, FABRICS & COLORS

THE LATEST IN TRENDS: FABRICS & COLORS

FASHION
SNOOPS



In collaboration with online trend forecasting service, Fashion Snoops, and world-renowned authority on color, Pantone, SOURCING at MAGIC gave exhibitors and attendees an exclusive outlook on the key fashion trends and colors for Spring 2012.

The Fashion Snoops Trend Gallery showcased the latest textile and print trends by featuring products from SOURCING at MAGIC exhibitors. It was a perfect starting point for buyers looking for fabric inspiration and making connections with exhibiting textile companies.



MAGIC SEMINAR SERIES

ALL-STAR SPEAKER LINE UP

Bringing together the most prominent speaker lineup to date, MAGIC's complimentary Seminar Series featured 25+ seminars and 60+ fashion industry speakers. The series kicked off with a high-profile keynote panel discussion, "Making Money in a Brave New World". Richard Darling, President of Li & Fung, Rick Helfenbein, President of Luen Thai USA and Rick Paterno, Group President Global Footwear Wholesale of The Jones Group discussed strategies on how to profit in the face of the current sourcing challenges.

Additional keynote speakers included Gary Schoenfeld, CEO of PacSun, Kevin Ryan, Founder & CEO of Gilt Groupe, Manel Jadraque, COO of Desigual and exclusive S/S 2012 trend forecast presentations by WGSN, Pantone, Doneger Creative Services and Cotton Inc., among many others.

FEATURED COMPANIES AND INDUSTRY ORGANIZATIONS INCLUDED:



SAVE THE DATE!

AUGUST 21-24, 2011

SOURCING AT MAGIC OFFERS UNPARALLELED BENEFITS TO BOTH EXHIBITORS AND ATTENDEES, MAKING UP A BUYING COMMUNITY THAT REPRESENTS A \$195 MILLION U.S. APPAREL INDUSTRY.

THE NEXT SOURCING AT MAGIC EVENT WILL TAKE PLACE AUGUST 21-24, 2011 AT THE LAS VEGAS CONVENTION CENTER.

CONTACT INFORMATION:

KARALYNN SPROUSE
Vice President of Sales
ksprouse@magiconline.com
+1 310.857.7646

NANCY YAMADA
International Sales Manager
nyamada@magiconline.com
+1 212.951.6722

JESSIE ZHANG
Account Executive
jzhang@magiconline.com
+1 310.857.7648

SPRING JIANG
Customer Service Representative
sjiang@magiconline.com
+1 310.857.7649

ANA URIBE
Customer Service Representative
auribe@magiconline.com
+1 310.857.7653

PAM THOMPSON
Attendee Relations & Matchmaking Program
pthompson@magiconline.com
+1 310.857.7650

BRUCE ANTROBIUS
Attendee Relations
bantrobius@magiconline.com
+1 310.857.7652

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