

SOURCING at MAGIC

POST | SHOWREPORT

FOCUS REGION AUGUST 2011: THE AMERICAS 75+ EXHIBITORS FROM NORTH, CENTRAL & SOUTH AMERICA



SOURCING at MAGIC, North America's most comprehensive representation of the international fashion supply chain, and The U.S. Department of Commerce hosted The Americas Pavilion to promote business in the Western Hemisphere.

[Click here to view the video of The Americas Pavilion from SOURCING at MAGIC](#)

The official SOURCING at MAGIC opening ceremony kicked off amidst a festive backdrop complete with salsa dancers, while sourcing executives and guest speaker, Under Secretary Francisco J. Sánchez of the U.S. Department of Commerce carried out the ribbon cutting honors along with MAGIC President Chris DeMoulin. In a brief address, Sánchez discussed the Western Hemisphere regional textile and apparel supply chain, along with highlighting export successes and potential opportunities for U.S. fiber, yarn and fabric manufacturers as part of the National Export Initiative.

In collaboration with The D.O.C.'s Office of Textiles and Apparel (OTEXA) and the Office of the U.S. Trade Representative (USTR), The Americas Pavilion showcased 75-plus manufacturers, fabric suppliers and design resources. Expressed optimism in response to early sales and large turnout inside the pavilion provided a focal point for over 800 exhibitors from 40 countries, creating the largest and most comprehensive SOURCING show to date.

WHAT EXHIBITORS ARE SAYING ...

"The quality of visitors, the mix of suppliers from the U.S. and efforts from the SOURCING at MAGIC staff provided the perfect setting for a bright outlook for Sourcing in the Americas."

ROBERT FRANCIS, CBI INDUSTRIES

"The Americas Pavilion gave us the opportunity to do business directly with buyers, and we met many who were interested in moving their production to the CAFTA area. Since the show we have been in contact with them on proto samples, quotes, fabric & garment development."

ERICK STERKEL, LOS VOLCANOES GROUP

"We see a great future for the The Americas and we know that coming to SOURCING at MAGIC gives us the opportunity to deliver the services that customers are seeking from our region."

CESAR CABRAL, M&T GLOBAL

"SOURCING at MAGIC is one of the best tradeshow we have ever participated in. We made great contacts and are very excited about new business. We look forward to exhibiting at the next show!"

CALEB CHANG, CSTAR

EXHIBITORS
INCREASED
12%
IN SIZE
OVER
AUGUST '10

MATCHMAKING PROGRAM – WHERE FASHION STARTS

SOURCING at MAGIC's complimentary Matchmaking Program successfully connected over 200 sourcing decision makers at the Sourcing Resource Center where they were matched based on their specific sourcing needs with potential resources.

As part of the show's exclusive VIP Matchmaking Program, exhibiting contract manufacturers with specific sourcing needs connected with over 50 major U.S. retailers and branded wholesalers including Columbia Sportswear, JCPenney, Lululemon, Macy's, Marithe Francois + Girbaud, Orvis, PacSun, Saks Fifth Avenue, TJ Maxx, Warnaco, Williamson-Dickie, and many more.

➔ **800+**
EXHIBITORS

40+
EXHIBITING
COUNTRIES



MAGIC

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



Strong country growth from China
Haiti, Dominican Republic,
Guatemala, El Salvador, Honduras,
Nicaragua and Ethiopia.

WHAT ATTENDEES ARE SAYING ...

"We found factories that we would like to explore and the seminars were great!"

OFELIA CASTILLO, LL BEAN

"As a buyer of fabrics and product developer, SOURCING at MAGIC is 50% of my sourcing for the year. If it didn't exist I would lose a lot of business."

KRISTA MARTENSON, KRISTA CARRY LLC

"Meeting the sources personally is very important to us and we're always given the widest variety at SOURCING at MAGIC. We have peace of mind knowing we are getting the best of the best, which is invaluable."

MOLLY MCDONALD, KINNUCAN'S

"I talked to several interesting vendors as a result of the Matchmaking Service and used the resources provided to generate leads for my other team members."

DAVID MIHALIK, CINTAS

"The show was very helpful. Our main objective was to find new, viable vendors for our product and we came away with solid leads."

LISA SHERMAN, HAMPTON DIRECT

◆ **30+ SEMINARS** ◆
FEATURING 70+ TOP INDUSTRY SPEAKERS
& 4,000+ SEMINAR ATTENDEES



OVER
29%
INCREASE IN
ATTENDANCE*
@ SOURCING
at MAGIC

*Compared to August 2010

THE MOST PROMINENT RETAILERS ATTENDED SOURCING AT MAGIC, INCLUDING:

99 CENTS ONLY STORES	HARLEY DAVIDSON
ALDO	JCPENNEY
ABERCROMBIE & FITCH	KOHL'S
AMAZON.COM	LA MAISON SIMONS
AMERICAN EAGLE	LL BEAN
OUTFITTERS	LULULEMON ATHLETICA
AVON	MACY'S
BEALLS OUTLET	MANDEE
BEBE STORES	MARMAXX GROUP
BELK	NORDSTROM
BLAIR CORP	ORVIS
CHARLOTTE RUSSE	PACSUN
CHARMING SHOPPES	PAYLESS SHOE SOURCE
CHICOS	PENDLETON
CINTAS	REDCATS USA
CITI TRENDS	REI
COSTCO WHOLESALE	SAKS FIFTH AVENUE
DAVID'S BRIDAL	SEARS
DICKS SPORTING GOODS	TARGET
DILLARD'S	THE CHILDREN'S PLACE
DISNEY THEME PARK	THE WALKING COMPANY
FOOT LOCKER	UNIVERSAL STUDIOS
FOREVER 21	HOLLYWOOD
GAP	WET SEAL
GUESS	WINDSOR FASHIONS
GYMBOREE	ZAPPOS
	ZUMBA FITNESS

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

7 DIAMONDS	HURLEY
ADOLFO LICENSING	JEM SPORTSWEAR
GROUP	JERRY LEIGH
ALSTYLE APPAREL &	JFH GROUP
ACTIVEWEAR	JOCKEY INTERNATIONAL
AMERICAN APPAREL	JOHNNY WAS
BEARPAW	JUNK FOOD CLOTHING
BELGO LUX	MAD ENGINE
BUFFALO JEANS	MARITHE + FRANCOIS
CHINESE LAUNDRY	GIRBAUD
COBIAN	MAUI AND SONS
CONCEPT ONE	P J SALVAGE
CONNECTED APPAREL	PERRY ELLIS
CREATIVE APPAREL	POINT ZERO
CONCEPTS	RAMPAGE FOOTWEAR
DESIGUAL	SEE THRU SOUL
DICKIES GIRL/APPAREL	SILVER JOANS
LIMITED	SOUTHPOLE
DOCKERS	SPORTAILOR
DOLLHOUSE	TAPOUT
ENGLISH LAUNDRY	TRUE RELIGION
FAMOUS STARS & STRAPS	VERA BRADLEY
FOX HEAD	VF CORP
FRUIT OF THE LOOM	WEATHERPROOF
GIORGIO COSANI	WILLIAMSON-DICKIE
HAGGAR CLOTHING CO	YMI JEANSWEAR
HAMPSHIRE BRANDS	INTERNATIONAL



PREMIER CHINA

Premier China, the home to top-certified manufacturers specializing in men's, women's, kidswear and accessories, showcased more than 50 vertically integrated exhibitors. All SOURCING at MAGIC attendees were eligible to win an iPad2 and pick up a free bag, compliments of Premier China.



FOOTWEAR CONTRACT MANUFACTURING

Over 40 Footwear Contract Manufacturers from the U.S., China and Ethiopia increased their presence at the August show. Adjacent to FOOTSTEPS and FN PLATFORM, this area offers attendees a great option for all their footwear needs.



FABRIC & TRIM

SOURCING at MAGIC further expanded its fabric and trim environments, featuring leading mills, trim suppliers and print design studios from around the world. Over 80 textile companies exhibited this past August from the U.S., Peru, Mexico, Canada, Guatemala, Colombia, and Taiwan among many others.



UNMATCHED INTERNATIONAL PRESENCE

Contract and Original Design Manufacturers from the world's most important apparel and footwear producing regions were a main feature at the August show, building business through exposure to thousands of sourcing executives, designers, merchandising managers and private label buyers. Top factories from the U.S., India, Bangladesh, Vietnam, Indonesia, Africa and China, spanning over 40 countries, were merchandised in easy-to-shop country pavilions, promoting new products and services.

SOURCING at MAGIC is the optimal platform for bringing together manufacturers, fashion resources and service providers from around the world in a one-stop shopping destination," said Chris DeMoulin, President of MAGIC International. "The show's incredible international scope is a tremendous asset for both our exhibitors and retail attendees."



THE LATEST TRENDS, FABRICS, TRIMS & COLORS

Online trend forecasting service, Fashion Snoops, and world-renowned authority on color, Pantone, collaborated with SOURCING at MAGIC to present exhibitors and attendees an exclusive outlook on the key fashion trends and colors for Fall 2012.

The Fashion Snoops Trend Gallery brought to life the latest trends in textile, print and colors in an interactive, tactile environment featuring products from SOURCING at MAGIC exhibitors. Exploring the Film Noir, Boho Tapestry, Wilderness & Mod Prep design themes were a perfect starting point for buyers looking for fabric inspiration and making connections with exhibiting textile companies.



**FASHION
SNOOPS**



ALL-STAR SPEAKER LINE UP

Featuring the most prominent speaker line-up to date, MAGIC's complimentary Seminar Series presented 30+ seminars and 70+ fashion industry speakers. Noteworthy seminars included "Sourcing Opportunities in The Americas & The National Export Initiative" led by industry experts including senior Obama administration official Francisco J. Sánchez, as well as the "5th Annual Sourcing Summit at MAGIC" spotlighting findings from Apparel Magazine's Excellence in Sourcing Research Study.

Additional keynote speakers included Miriam Lahage, Global Head of Fashion Brand at eBay, Eric Jennings, Vice President & Fashion Director Menswear, Home and Gifts at Saks Fifth Avenue, Laurie Ann Goldman, CEO of Spanx and exclusive F/W 2012 trend forecast presentations by WGSN, Pantone and The Doneger Group.

Featured companies and industry organizations included:



SAVE THE DATE! FEBRUARY 12-15, 2012 LAS VEGAS CONVENTION CENTER

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.

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