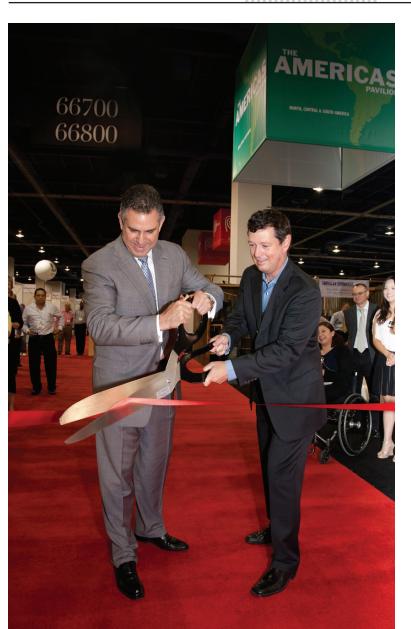
SOURCING at MAGIC

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."

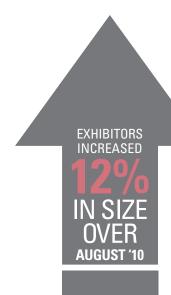
ERICK STERKEL, LOS VOLCANOES GROUP

"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 tradeshows 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



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.







40+
EXHIBITING
COUNTRIES



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



THE MOST PROMINENT RETAILERS ATTENDED SOURCING AT MAGIC, INCLUDING:

99 CENTS ONLY STORES
ALDO
ABERCROMBIE & FITCH
AMAZON.COM
AMERICAN EAGLE
OUTFITTERS
AVON
BEALLS OUTLET
BEBE STORES
BELK
BLAIR CORP
CHARLOTTE RUSSE
CHARMING SHOPPES
CHICOS
CINTAS
CITI TRENDS
COSTCO WHOLESALE
DAVID'S BRIDAL
DICKS SPORTING GOODS
DILLARD'S
DISNEY THEME PARK
FOOT LOCKER
FOREVER 21
GAP
GUESS
GYMBOREE

HARLEY DAVIDSON
JCPENNEY
KOHLS
LA MAISON SIMONS
LL BEAN
LULULEMON ATHLETICA
MACY'S
MANDEE
MARMAXX GROUP
NORDSTROM
ORVIS
PACSUN
PAYLESS SHOE SOURCE
PENDLETON
REDCATS USA
REI
SAKS FIFTH AVENUE
SEARS
TARGET
THE CHILDREN'S PLACE
THE WALKING COMPANY
UNIVERSAL STUDIOS
HOLLYWOOD
WET SEAL
WINDSOR FASHIONS
ZAPPOS
ZUMBA FITNESS

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

7 DIAMONDS
ADOLFO LICENSING
GROUP
ALSTYLE APPAREL &
ACTIVEWEAR
AMERICAN APPAREL
BEARPAW
BELGO LUX
BUFFALO JEANS
CHINESE LAUNDRY
COBIAN
CONCEPT ONE
CONNECTED APPAREL
CREATIVE APPAREL
CREATIVE APPAREL
CINCEPTS
DESIGUAL
DICKIES GIRL/APPAREL
LIMITED
DOCKERS
DOLLHOUSE
ENGLISH LAUNDRY
FAMOUS STARS & STRAPS
FOX HEAD
FRUIT OF THE LOOM
GIORGIO COSANI
HAGGAR CLOTHING CO
HAMPSHIRE BRANDS

HURLEY
JEM SPORTSWEAR
JERRY LEIGH
JFH GROUP
JOCKEY INTERNATIONAL
JOHNNY WAS
JUNK FOOD CLOTHING
MAD ENGINE
MARITHE + FRANCOIS
GIRBAUD
MAUI AND SONS
P J SALVAGE
PERRY ELLIS
POINT ZERO
RAMPAGE FOOTWEAR
SEE THRU SOUL
SILVER JOANS
SOUTHPOLE
SPORTAILOR
TAPOUT
TRUE RELIGION
VERA BRADLEY
VF CORP
WEATHERPROOF
WILLIAMSON-DICKIE
YMI JEANSWEAR





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 countires, 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.











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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