

14-16 February 2010, Sydney Exhibition Centre

VISITOR STATISTICS & POST FAIR FACT SHEET

VISITOR ATTENDANCE

9,426 trade visits were made over the 3 days of the event by 7,171 visitors.

Owner/Directors made up 60% of the Visitors attending and Store Buyers and Managers were the other significant categories making up another 27%. In retail type, Independent Retailers represented a strong 48% in visitors attending followed by Boutique Stores making up 38%.

BREAKDOWN OF STORE TYPE

Men's	8%	Jewellery	11%
Women's	20%	Millinery/ Belts	5%
Children's	5%	Swimwear	3%
Intimate Apparel/ Sleepwear	3%	Couture & Special Occasion Ranges	2%
Street/Surf/ Urbanwear	3%	Eyewear	3%
Workwear/ Uniforms	1%	Handbags/Wallets	11%
Footwear	9%	Scarves/Wraps/ Gloves	7%
Sports/ Leisurewear	2%	Travel Goods	2%
Furnishings/ Manchester/ Homewares	3%	Comfort & Fit	1%
		Bridal	2%

CATCHMENT

New South Wales had high representation with 63% of the market followed by Queensland with 13%. 66% of the Visitors were from city or metropolitan outlets and 31% classified themselves from country/regional areas.

NSW	63%
QLD	13%
VIC	12%
WA	5%
SA	4%
TAS	2%
ACT	1%
NT	1%

INTERNATIONAL VISITORS

Our increased international marketing activity resulted in steady international attendance. Buyers from the following countries were represented:

Bangladesh, China, Cook Islands, Fiji, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea (South), Malaysia, Mexico, New Caledonia, New Zealand, Norfolk Islands, Papua New Guinea, Philippines, Singapore, South Africa, Thailand, United Kingdom, USA and Vanuatu.

FASHION EXPOSED SPRING/SUMMER 2010/2011

512 exhibitors took part in the February 2010 Fair in Sydney. Ranges included Childrenswear, Beach & Body, Denim, Footwear, Intimate Apparel, Leisurewear, Licensed Products, Maternity, Menswear, Retail Services, Sleepwear, Special Occasion, Streetwear, Surfwear, Swimwear, Urbanwear and Womenswear.

PREVIEW & DESIGNER ACCESSORIES

52 companies took part in *preview* and **designer accessories**, which featured 150 high-end designer labels and designer accessories.

BAGS & ACCESSORIES FAIR

The Bags & Accessories Fair was again successfully co-located alongside Fashion Exposed. 81 exhibitors took part in the dedicated Fair showcasing over 350 labels in Accessories, Eyewear, Jewellery, Footwear, Handbags & Wallets, Millinery, Scarves/Wraps/Gloves and Travel Goods.

AUSTRALIAN SHOE FAIR

114 Exhibitors took part in the Australian Shoe Fair, showcasing over 650 labels in women's, men's and children's shoes.

FEATURES

ARA Hot Half Hours – these free business sessions offered great value to both company owners and employees, providing attendees with an edge and understanding of the value of their role in the Australian retail industry.

Fashion Workshops – designed to help build and sustain business these free informative workshops provided business owners with strategies to survive and thrive in today's cut-throat fashion market.

Debut – the popular biannual competition open to emerging garment and accessories designers nationwide was pared down to a dozen of the best who abundantly qualified in the key areas of originality, workmanship and marketability.

Avant Garde Gallery – new to Fashion Exposed, the Avant Garde Gallery served as a platform for students of fashion design or related tertiary courses to showcase their most grandiose, flamboyant, spectacular costume and couture designs in a gallery style environment.

Live Look Books – provided buyers with a chance to get in amongst the trends in an intimate setting on the show floor, featuring selected collections in Allure and Womenswear.

Salon Shows – a stunning array of the hottest looks & upcoming trends were displayed at the Fair, featuring the following categories: Intimate Apparel, Womenswear, Menswear, *preview*, Sole Collections, Debut and Plus Sizes.

STAND AWARD WINNERS

We would like to congratulate the following winners:

- Best Fashion Stand:
Winner: Dada & Co
- Best Bags & Accessories Stand:
Winner: Fabienne International
- Best Shoe Fair Stand:
Winner: Superga Footwear Australia
- Best Allure Stand:
Winner: Leg Avenue