

# VISITOR NUMBERS STRONG IN AN UNCERTAIN MARKET

## AUSTRALIAN SHOE FAIR WRAPS UP SUCCESSFUL MELBOURNE FAIR

8 September 2009

Following three eventful days, organisers of the AUSTRALIAN SHOE FAIR are heralding the AW 10 event a success.

Eager, optimistic visitors from across Australia and New Zealand were ready from the moment doors opened on Sunday to source the latest trends and collections. This enthusiasm spilled out into the co-located FASHION EXPOSED, giving buyers the chance to discover new apparel labels to add to their offer.

On the floor at the Australia Shoe Fair it was business as usual. A regular exhibitor, leading Australian based Fujian Footwear was pleased to be a part of the fair again. "Good support from existing customers, several new contacts, most positive result for the Melbourne leg of Shoe Fair." commented National Sales Manager Malcolm Port.

In addition to visiting existing suppliers, many buyers were seeking new and niche labels to add to their offer. Bennetts Boots provided just that with their wide calf boots. "The fair has been fantastic, the quality of visitors is very good. We would not have reached this market without the fair." said Director Amanda Bennetts.

Exhibitor Judy Westheimer from Sapato Imports commented "Picked up mostly new customers who placed orders. Happy with response to our new direction. Visitors were looking for us knowing we were here."

Ensuring that the AUSTRALIAN SHOE FAIR provides the very best for all visitors, the Educational Seminars returned with Fashion Group International presenting forecasts for Autumn Winter 09/10 and Jack Hanrahan, Retail Relations General Manager for Westfield presenting on retail trends from across the world. Even more added value for visitors was the free Hot Half Hours presented by The Australian Retailers Association on retail strategies, human resources, marketing, visual merchandising and finance. Both the Educational Seminars and the Hot Half Hours were a great attraction at the fair with sessions being filled.

The AUSTRALIAN SHOE FAIR, co-located with FASHION EXPOSED, *preview* and the Bags & Accessories Fair provided an unparalleled opportunity for buyers to enjoy Runway Shows, Salon Shows and Live Look Books. The three day event showcased the very best in each category, giving visitors the opportunity to network with industry colleagues, learn from industry experts and to have fun.

The AUSTRALIAN SHOE FAIR, co-located with FASHION EXPOSED, *preview* and Bags & Accessories Fair, will return to the Sydney Exhibition Centre, 14 – 16 February 2010. Visit [www.australianshoefair.com](http://www.australianshoefair.com) for further details.