

lingerie americas enters vegas

Lingerie Americas has officially announced their expansion through the launch of its new show in Las Vegas. To better serve buyers located in the West, the new event will gather leading intimate apparel manufacturers from all over the world.

"The response to Lingerie Americas Las Vegas has been tremendous," said CEO Patrice Argain. "We are devoted to making the Las Vegas show just as strong as the New York event for which we are famous. The entire team is very excited about the opportunity to help exhibitors reach West Coast buyers, and provide buyers with a professional trade show in the area, all while maintaining the high quality expected in New York."

The show will be held August 26th through August 28th on Level 4 of the Venetian Hotel & Resort.

The first installment of Lingerie Americas Las Vegas will feature fashion names such as John Galliano, Nina Ricci and Christian Lacroix as well as established industry brands such as Natori, Chantelle and Ravage. The show will also include business and trend seminars. — L.D.