



Lingerie Americas Set to Deliver Leading Brands & More in New York and Las Vegas

Lingerie Americas is gearing up for its February editions in Las Vegas and New York. An impressive array of the best intimate apparel brands are confirmed for both events. Lingerie Americas successfully debuted in Las Vegas last August. For February 2008, it teams up for the first time with the premier fashion trade event in the world, MAGIC International, to present Lingerie Americas at WWDMAGIC (February 12-15, 2008) at the Las Vegas Hilton.)

Lingerie Americas at WWDMAGIC will have its own dedicated section to the finest intimate apparel brands available. Many leading brands have already signed and put their trust into this new event that will surely become a "must" in the industry: Aubade, Biatta Intimates, Calida, Carol Maloney, Chantelle, Freya, Fantasie, Felina, Jezabel, Natori, Shirley of Hollywood and Simone Perele, among others.

Lingerie Americas buyers will enjoy all the services offered by MAGIC: pre-registration, hotel and travel services, seminars and workshops, lounges, etc.

This will also be an opportunity to seize the latest trends of the whole women's apparel business.

Lingerie Americas New York returns to the Altman Building and Metropolitan Pavilion, but with new dates, February 24- 26, 2008.

The post-Valentine's Day dates this season accommodate the desires of 92% of specialty stores who responded to a survey on the topic conducted last year. Exhibitors also reported being pleased with the new dates. The February edition will feature over 200 brands, including internationally recognized industry heavyweights like Carole Hochman, Chantelle, Fantasie, Freya, Goddess, Natori, Panache, Wacoal among others, as well as more designer brands such as Andres Sarda, Betsey Johnson Intimates, Christian Lacroix, Donna Karan Intimates, Ed Hardy Intimates, Feraud, Kenzo, Nina Ricci, Sonia Rykiel, Oscar de la Renta Lingerie and many more.

Lingerie Americas New York will present two seminars designed to help retailers maximize success.



McPete -Sez,
The Lingerie Newsletter &

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Sunday, February 24 and Monday, February 25 at 3pm
"Eveden Inc. Fit School Seminar"

Presented by Frederika Zappe (Eveden National Fit Specialist) and Jim West (Director of Marketing and Product Development for Eveden Inc. US) Back by popular demand, buyers will learn basic to advanced techniques for fitting full busted and full figured customers.

Monday, February 25 at 4:30pm
"Let Your Sales Floor Do the Selling"

Presented by Sarah Daniels, publisher of Intimate Apparel Business magazine, and a retail merchandising expert.

Buyers will get a crash course in Visual Merchandising 101 and learn the tips and tricks to getting the most of their store's walls and windows. Practical information and take-home handouts will be provided to help buyers design an effective merchandising strategy by:

- Setting the mood for their shop*
- Stopping traffic with window that wows*
- Mapping out flowing floor plans*
- Finding fantastic fixtures*
- Figuring out what's missing from the mix*
- Planning ahead to avoid common pitfalls*
- And taking a look at the best of the best*

In addition, Intimate Apparel Business will be treating attendees with a special gift.

Also, buyers will have the opportunity to stop by The Best of Intima Lounge and enjoy the ongoing video about the now famous Best Shops Awards contest. Here they will see images of the best independent lingerie and swimwear stores from all over the country as well as pictures of the past Ceremony which took place in New York last August. Buyers will also have the chance to meet The Best of Intima's team and propose their own store's spontaneous candidature for the 2008 contest. New this season, the lounge will move upstairs to the lobby of the Metropolitan Pavilion!



About MAGIC International

Every August and February, the fashion industry converges on Las Vegas for the most influential four days in the business - the MAGIC Marketplace. The next even takes place February 12-15, 2008 in the Las Vegas Convention Center and Hilton. For information, call (310) 659-5380 or go to www.MAGICOnline.com.

About Lingerie Americas

Founded in August 2002, Lingerie Americas Trade Show mission statement is to provide the industry with a global networking platform offering: a professional environment for Intimate Apparel manufacturers to introduce their new collections, and the opportunity for North American retailers to discover the best selection of brands from all over the world. With two editions each year in New York City and Las Vegas, Lingerie Americas has become the not-to-be missed event of the industry.

The organization focuses on providing excellent service via its pre-registration, complimentary newsletters, on-line exhibitors list, thought-provoking seminars, discounted rates on hotel bookings, complimentary lunch and breakfast, copies of major international trade press and more. www.lingerie-americas.com
