

SIBILintimate

Newsletter & Portal

ATTENDANCE at the New York edition of the *Lingerie Americas* salon that closed last week rose by 2.5 per cent against the comparable show last year, to 2'415. The organisers say that exhibitors were very pleased with the results of their participation and add that buyer traffic within the show confirmed the rightness of the decision to schedule the event after St Valentine's day.

Despite recent controversy regarding competition with a rival show, the event appears to be holding its own in terms of attendance as well as exhibitors.