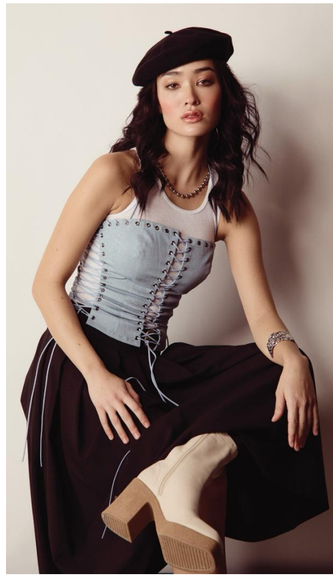
A global home for
fashion connections
FASHION
by informa



Find Your Tribe

We unite and energize global fashion professionals by delivering essential industry knowledge, learning opportunities, relationship-building platforms, digital experiences, and prestigious trade exhibitions, including MAGIC, PROJECT, COTERIE, SOURCING, and OFFPRICE.

Our comprehensive event portfolio supports fashion innovation throughout the year—from optimizing production and supply networks to fueling design inspiration and cultivating retail partnerships—creating a dynamic environment that nurtures every aspect of the fashion ecosystem.

Fueling Industry Growth Worldwide

Connecting best-in-class and emerging fashion brands, retailers, manufacturers, and solution providers across women's and men's apparel, footwear, accessories, home, gift & beauty categories.

200K
CONTACTS
including fashion buyers, industry experts, consumers, suppliers, manufacturers, influencers, stylists, brands, and designers.

180+
COUNTRIES
and regions, along with all 50 United States represented by exhibitors, attendees, and industry professionals

58.8+
MILLION
and climbing press impressions via large media pick-ups from U.S.-based and international consumer and B2B outlets

76%
BUYING POWER
on the show floor with **55%** being top decision makers, including C-Suite Executives, Presidents, VPs, and more

U.S. Market Overview

World's largest economy, composed of 50 states, 7 of which account for nearly 50% of GDP.

→ California (14.7%), Texas (8.7%), New York (8.1%), Florida (5.3%), Illinois (4.1%).

The U.S. women's fashion market is one of the most powerful and strategic sectors globally, valued at approximately **USD 168 billion** in 2024. This represents around **39%** of the total U.S. apparel and footwear market.

According to the segmentation of the fashion market:

39% Women's fashion
26% Men's fashion
25% Activewear
9% Children's fashion

Source: Business of France Data Report

U.S. Market Overview

High-Purchasing Power Regions:

- **East & West Coasts:** New York, Boston, Washington D.C., San Francisco, Los Angeles, Seattle
  → University hubs, cosmopolitan, brand and quality-oriented consumers

- **Southern & Midwest States:** Texas (Dallas, Austin), Florida (Miami), Arizona, Colorado
  → Young demographics, cultural diversity, rising purchasing power, less saturated for European brands

Texas Opportunity:

- Major growth opportunity for international (especially French) brands
- Young, connected population with increasing purchasing power
- Strong appetite for quality, style, and craftsmanship

Key Takeaways:

Consumer diversity: Rich segmentation by age, background, lifestyle, and purchasing power allows for tailored strategies.

Appetite for novelty: Strong openness to foreign brands and innovation (products, storytelling, collaborations).

Positive image of France: Strong appeal of "French brand" positioning in the premium and luxury segments.

Source: Business of France Data Report

Explore the U.S. Market

Backed by survey data and industry analysis, we explore the forces driving consumer decisions and examine where consumer interests and dollars lie over the next 12+ months.

- **26%** plan to spend on fashion as a discretionary cateogry in 2026, ranking it fourth behind experiential categories such as dining out, travel, and fitness.

- **66%** of consumers say value for money is their number one priority when shopping for fashion, significantly higher than trendiness at 10%.

- **92%** plan to change their shopping behavior if fashion prices rise due to tariffs, including delaying purchases, spending less, or trading down to off-price retailers.

- **64%** cite size and fit as their top concern when buying fashion, presenting a barrier to online and in-store conversion, but also an opportunity for brands and retailers who can improve the experience.

- **43%** shop for fashion to meet functional needs, the leading reason for purchase. Occasion-led purchases rank second, while sales and discounts play a lesser role in decisions.

READ THE 2026 CONSUMER OUTLOOK REPORT

E-COMMERCE VALUE

- Represents highest growth potential sales channel
- Builds brand recognition with younger generations
- Leverages advanced data for personalized customer experiences
- Brands maintain price/image control by limiting Amazon presence

SPECIALTY STORES

- Vital for smaller brands facing margin pressure from major retailers
- Better equipped for “drop” culture with flexible operations and social media presence
- Offer omni-channel advantages and closer customer relationships

CONSUMER TRENDS

- Success favors brands connecting with specific communities
- Purchasing decisions increasingly consider environmental impact
- Sustainability and social responsibility drive preferences
- Emotional connection and authenticity remain paramount

DEPARTMENT STORE PARTNERSHIPS

- Enable market testing using online data to guide physical expansion
- Support brand retail strategy and awareness building
- Focus on exclusive collaborations and private label development

Buyer Sampling

SPECIALTY RETAILERS

Akira
Altar'd State
American Rag
Anthropologie
Apricot Lane Boutique
B Barnett
Boot Barn
Coplon's
Copper Penny
Dry Goods
Free People
Gus Mayer
Hall's
Hemline
Hills of Kerrisdale
Honey
Hot Topic
Julian Gold
Marshall Retail Group
Monkee's
Office
Paragon Sports
Red Dress
Scout and Molly's
Tailored Brands
Tilly's
Uniquities
Voo Store
Windsor Fashions
Zumiez

E-COMMERCE

12th Tribe
Amazon
ASOS
Backcountry
CCS
Fashion Nova
Hallsbrook.com
Huckberry
Lulus
MLTD
NTWRK
Nuuly
Pink Lily
QVC
Rent the Runway
Revolve
Shopbop
Sundance Catalog
The Real Real
These Three Boutique
VICI
Wantable
World Wide Golf
Zappos

DEPARTMENT STORES

Beall's
Beams
Belk
Bergdorf Goodman
Bloomingdale's
Boscov's
Buckle
Coppel
COSTCO
Dillard's
El Cortes Ingles
Glik's
Hudsons Bay Co.
JCPenney
JD Sports
Journey's
Kohl's
Liverpool
Macy's
Nordstrom
Printemps
Saks Fifth Avenue
Saks off Fifth
Ships
Simons
United Arrows
Urban Outfitters
Von Maur
Walmart

Fashion's U.S. Blueprint

BRAND FOUNDATION

- Establish distinctive brand voice with clear storytelling
- Prioritize sell-out performance over sell-in volume
- Educate retail partners on product details & brand narrative

DELIVERY SCHEDULE

- September: Spring collection (in-store Jan-Mar)
- February: Fall collection (in-store Aug-Sep)
- Immediates: 6-week delivery for buy-now-wear-now items

PRICING STRATEGY

- Ensure landed prices cover all margins (duty, tariffs, freight)
- Perform competitive pricing analysis bi-annually

TRADE SHOW STRATEGY

- Design booth as brand showcase
- Target retailers aligned with brand positioning
- Determine appropriate department store tier
- Schedule appointments in advance
- Prepare for on-site order writing at shows
- Commit to 3 consecutive shows for maximum impact

SHOWROOM PARTNERSHIPS

- Define brand identity before seeking representation
- Evaluate showroom brand portfolio for alignment
- Assess offerings, costs, retainer fees & commission structure
- Confirm showroom's commitment to brand development

Make an Impact

Making your booth stand out amongst the rest is key. Small details can make a big difference when it comes to your set-up.

EFFECTIVE BOOTH ADDITIONS:

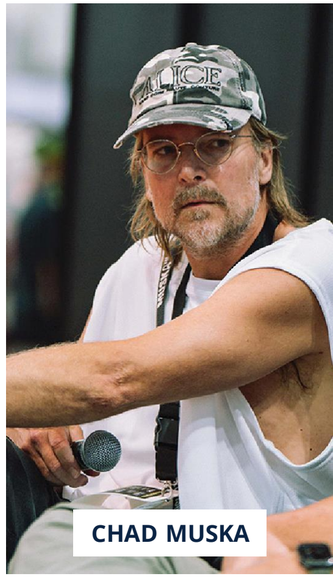
Area Rugs
Flowers & Greenery
Custom Graphics
Mirrors
Custom Seating & Tables
Custom Hangers
Mannequins

MACY GRAY

REBECCA MINKOFF

MARK ECKO

KARLA MARTINEZ


CHAD MUSKA

Unrivaled Reach

LEADING MEDIA & PARTNERSHIPS:

Future Snoops
The INTERLINE
MR
FASHIONUNITED
yahoo!
CASAMIGOS
THE BOUTIQUE HUB
Walmart Marketplace
The Daily
SOURCING JOURNAL
Max Retail
WWD

Trusted by Top Decision Makers

“[SOURCING at MAGIC] did an outstanding job of bringing together a diverse group of vendors and exhibitors that led to relevant collaboration and innovation.”

BARCO, Chief Operating Officer | Buyer, SOURCING at MAGIC

“[MAGIC] is a platform – a bridge connecting brands to customers. It gives us the space to showcase our identity and tell our story in a way other places don’t.”

MOD REF, Founder | Exhibiting Brand, MAGIC

“Our goal was to introduce De Marquet to the U.S. market, and COTERIE New York has proven to be a successful platform.”

De Marquet, Sales Director for U.S. Markets | International Brand, COTERIE

“I’ve been attending PROJECT Las Vegas for the past 15 years. I come back season after season for the show’s consistently impressive curation of brands”

BUTTAFLY, Creative Director & Creative Management Partner | Buyer, PROJECT

MAGIC

COTERIE
NEW YORK
3B
JAVITS CENTER

AJABENG

Espresso Martini
Happy Hour
Sponsored by
B.RIGHT
Tuesday, February 17
2PM
Booth #71338
Scan Me

you have more headaches

OFFPRICE
by informa

COTERIE
by informa

The new era of COTERIE New York is here. Uniting the womens fashion space through connection and innovation, COTERIE doesn't just look towards the future — we shape it.

EVENT LOCATION: New York

NEW YORK MARKETPLACE

5,900+
Womens Attendees

510+
Exhibiting Brands

COUNTRIES & REGIONS

70+
represented across COTERIE

AUDIENCE DEMOGRAPHICS

77%
buying power with 67% being top decision makers, with leading buyers from:

Anthropologie • Barbara Jean • Bloomingdale's
Bon Marche • Boyd's • Bumbershute
Four Seasons Orlando • Gus Mayer • Hall's
Kinross • Kirna Zabete • Pitkin County Dry Goods
Printemps • Revolve • Ritz Carlton Amelia Island
Saks Fifth Avenue • Shopbop • Uniquities

BUYER TYPE

68% Boutique & Specialty Stores

18% Department & Chain Stores

9% Online Retailers

5% Distributors, Buying Offices & Importers

MAGIC

by informa

A high-energy fashion experience and a deeply rooted community. MAGIC is where you'll find must-have apparel, staple footwear, stand out accessories, and everything in between. If it's trending and talked about — you'll find it here.

EVENT LOCATIONS: Las Vegas | Nashville

LAS VEGAS MARKETPLACE

16,900+ Attendees

800+ Exhibiting Brands

NASHVILLE MARKETPLACE

3,800+ Attendees

390+ Exhibiting Brands

AUDIENCE DEMOGRAPHICS

80%
buying power with 74% being top decision makers, with leading buyers from:

Altar'd State • Anthropologie • ASOS
Apricot Lane • Bloomingdale's • Boot Barn
Buckle • Dillard's • Dry Goods • Free People
Hemline • Lulus • Macy's • Nordstrom
Shopbop • South Moon Under
Urban Outfitters • Von Maur • Zappos

BUYER TYPE

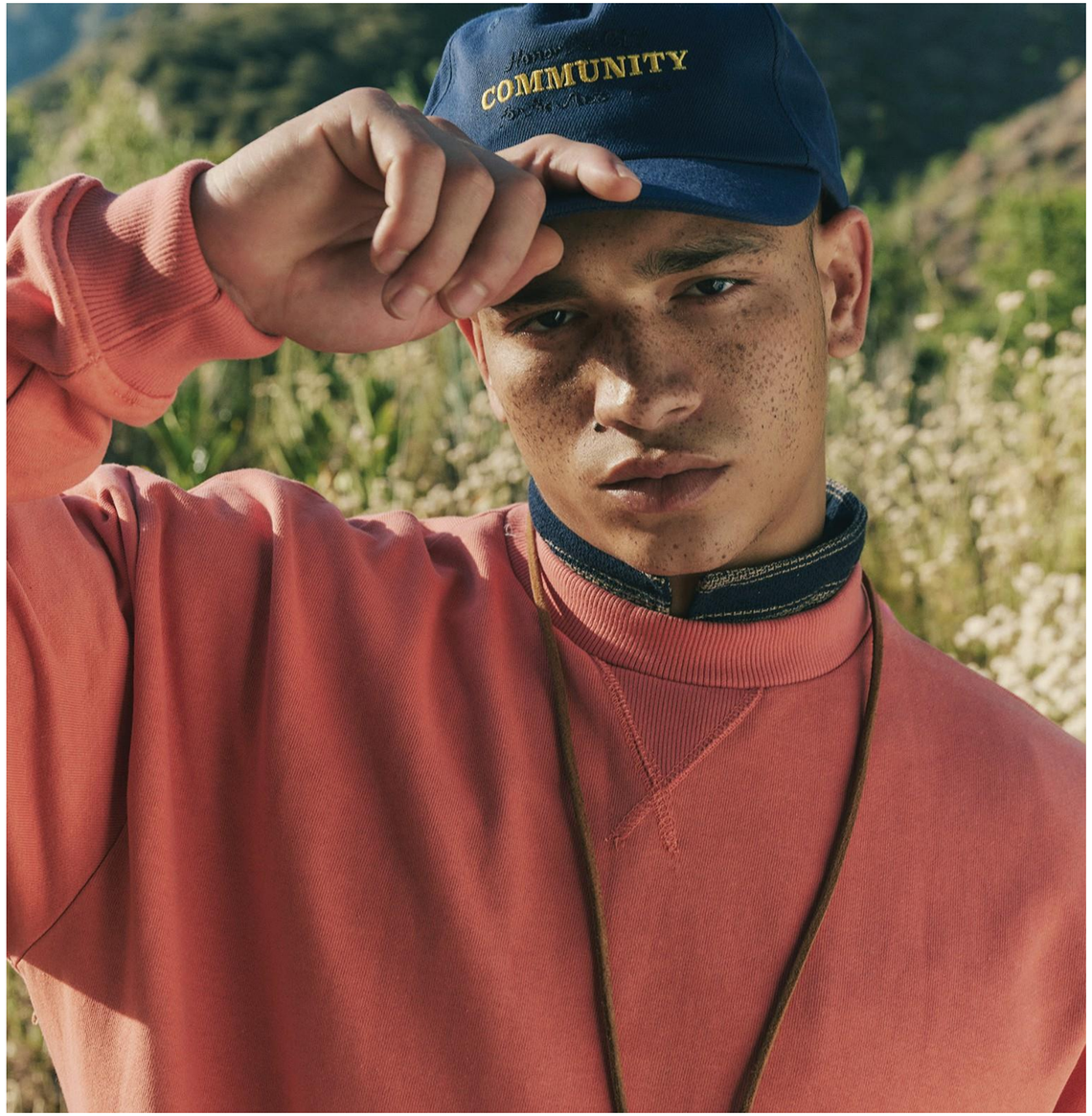
68% Boutique & Specialty Stores

18% Department & Chain Stores

9% Online Retailers

5% Distributors, Buying Offices & Importers

125+ countries & regions represented



PROJECT
by informa

PROJECT is a leading global platform where fashion and culture converge. An industry insights leader and comprehensive global marketplace, presenting what's new, now, and next in contemporary mens fashion.

EVENT LOCATION: Las Vegas

LAS VEGAS MARKETPLACE

8,800+
Mens Attendees

280+
Exhibiting Brands

COUNTRIES & REGIONS

75+
represented across PROJECT

AUDIENCE DEMOGRAPHICS

79%
buying power with 74% being top decision makers, with leading buyers from:

Blue Tomato • Buckle • Complex Shop
Dillard's • DTLR • FSB Menswear • Garage
Hibbet Sports/City Gear • Hot Topic • Jaxen Grey
JD SportsLa • La Maison Simons • Macy's
Nordstrom • Portabella • Shoe Palace • Snipes
Suit Warehouse • Tillys • Von Maur • Zumiez

BUYER TYPE

51% Boutique & Specialty Stores

21% Department & Chain Stores

16% Distributors, Buying Offices & Importers

12% Online Retailers

LOYALTY

Crafting unique experiences for COTERIE retailers through elevated discovery, individualized programming, and creating effortless connections that keep them coming back.

BRAND CURATION

With over **180+** matches in 2025, Brand Curation offers private, hand-selected meetings between brands & buyers. Curated with buyers' aesthetics in mind, this is an effortless way to stay ahead of the trends.

PREMIER PARTNER

An exclusive access program designed specifically for top-tier buyers. Premier Partners receive dedicated support year-round to assist with event registration, booking travel, brand matchmaking, and planning.

HOSTED BUYER PROGRAM

Designed for new retailers and first-time attendees, this program offers a unique opportunity to explore the show, discover exclusive brands & exhibitors, connect with industry leaders, and experience everything our event has to offer — all as our VIP guest.

REFER A FRIEND

Attendees can grow their network and earn rewards with our Refer-a-Friend program at COTERIE New York. By inviting friends to join our 2026 events, they gain exclusive perks in return.

Fashion Events

12 EVENTS IN 3 CITIES serving mens, womens, and sourcing markets.

LAS VEGAS
February 17-19, 2026
August 10-12, 2026

NEW YORK
February 24-26, 2026
September 9-11, 2026

NASHVILLE
April 28-29 2026

NASHVILLE
3,800+ UNIQUE ATTENDEES
MAGIC

LAS VEGAS
24,500+ UNIQUE ATTENDEES
MAGIC, PROJECT
SOURCING, OFFPRICE

NEW YORK CITY
10,300+ UNIQUE ATTENDEES
COTERIE, SOURCING

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FASHION
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