

TEXWORLD

USA

The largest apparel fabrics show in North America

July 2011 Post Show Review

FASHION FROM THE INSIDE OUT 19/21 | NEW JULY | 2011 | YORK

JACOB K. JAVITS CONVENTION CENTER USA



LENZING
INNOVATION

Mödal TENCEL

Supima®
WORLD'S FINEST COTTONS

STYLE  SIGHT

 messe frankfurt

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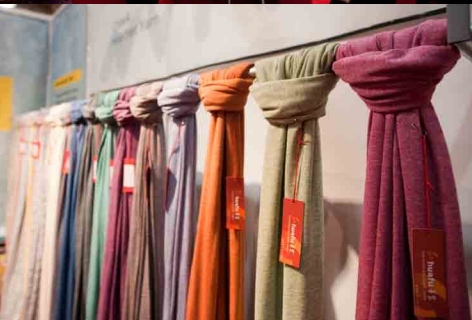
JACOB K. JAVITS CONVENTION CENTER USA



Texworld USA Profile

- Fair Date:** Tuesday, July 19 - Thursday, July 21, 2011
- Edition:** 11th
- Venue:** The Javits Convention Center- Hall B
- Location:** New York City, NY
- Supporters:** Lenzing Fibers, MFG.com Textiles, Panjiva, Stylesight, Supima
- Trend Partner:** Stylesight
- Exhibit Participation:** 323 Exhibitors from 14 Countries
- Co-located Events:** Home Textiles Sourcing Expo
International Apparel Sourcing Show
- Attendee Participation:** 3,456* from 44 countries registered specifically for Texworld USA. Another 1,182* verified attendees from the co-located International Apparel Sourcing Show and Home Textiles Sourcing Expo shows also visited Texworld USA for a total of 4,638* verified attendees.
- Conference Program:** 15 apparel fashion industry seminars were offered and organized by Lenzing Fibers and Stylesight.

*measured in unique visits



91% of exhibitors will exhibit or are considering to exhibit in the next event.*



Exhibitor Profile/Survey Results

Number of Exhibitors: 323 from 14 countries

International Exhibitors: 299

Domestic Exhibitors: 24

Exhibitor Pavilions/Group Organizers:

- CCPIT TEX
- Enterprise Mauritius
- Lenzing Innovation
- The Indian Silk Export Promotion Council
- Japan Silk & Rayon Weavers' Association
- KOTRA/KTTA
- The Synthetic Rayon & Textiles Export Promotion Council
- The Trade Development Authority of Pakistan

Countries Represented:

- Bangladesh
- Canada
- China
- Hong Kong
- India
- Italy
- Japan
- Korea
- Mauritius
- Pakistan
- Spain
- Taiwan
- Turkey
- USA

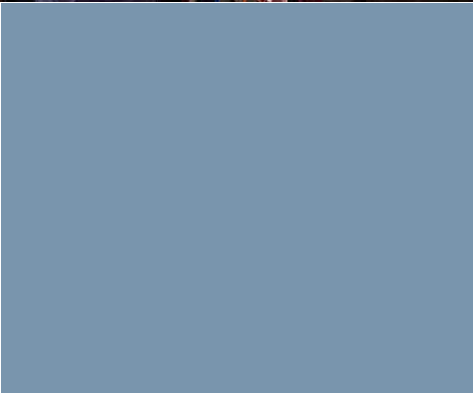
Exhibitor Product Groups:

- Cotton
- Denim
- Embroidery
- Fibers
- Functional Fabrics
- Knits
- Lace
- Linen
- Silk/Silky Aspects
- Wool
- Findings/Trims

- 49% of exhibitors were satisfied or more than satisfied with the quantity of visitors seen in their booth.*

- 78% of exhibitors rated attendees seen in their booth as average or above average.*

- 77% of exhibitors made in-office appointments with attendees as a result of their participation in Texworld USA. The average number of appointments set was 8.*



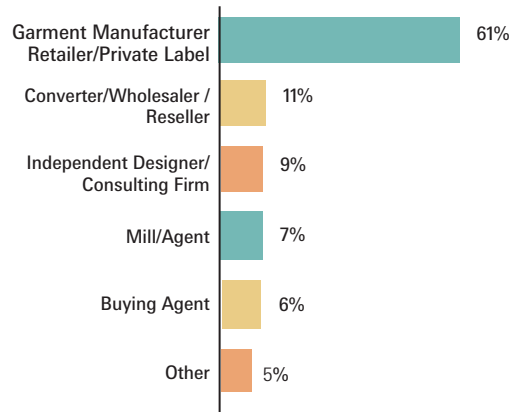
Attendee Profile*

Number of Attendees: 4,638

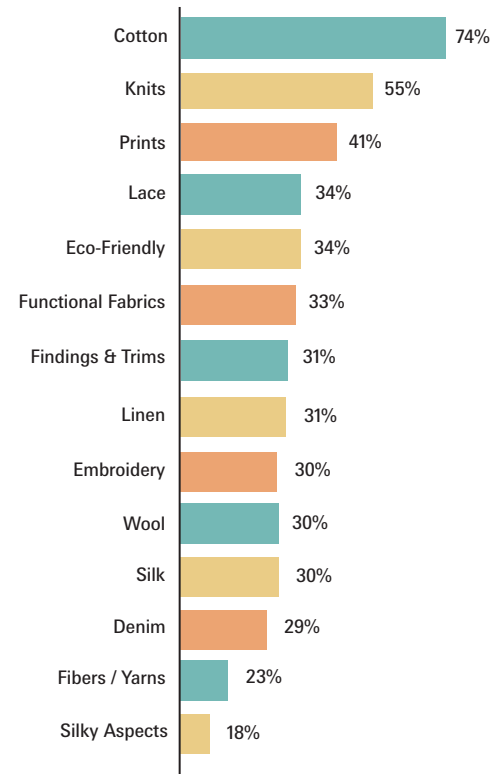
Domestic Attendees: 91%
International Attendees: 9%

Attendee Demographics:

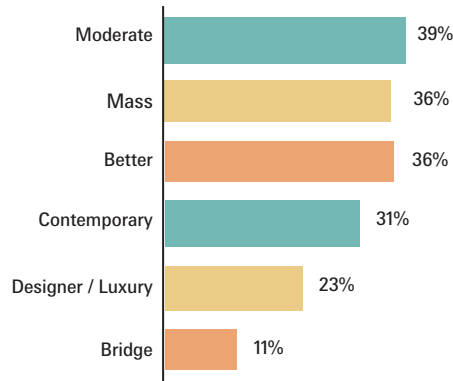
Attendee Breakdown by Business Nature**:



Attendees are Interested in the Following Product Types**:



Attendees Serve the Following Markets**:



*Source: Texworld USA July 2011 Attendee Registration

**Multiple answers provided



Attendee Survey Feedback*

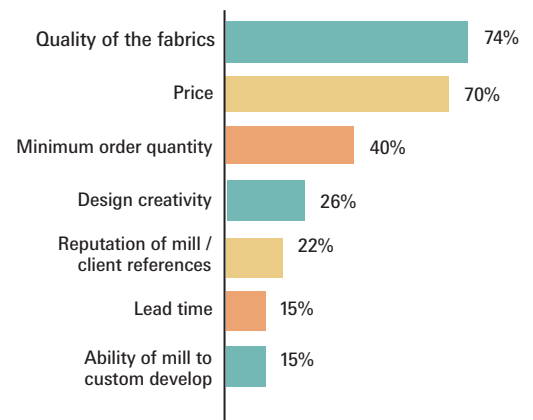
86%- Attendees that found the product or products they were looking for on the show floor

Attendees top reasons for attending:

- To collect information for purchasing decisions
- To visit current suppliers in the exhibit hall
- To see current trends and find new resources

77%- Attendees either placing orders or considering placing orders as a direct result of Texworld USA

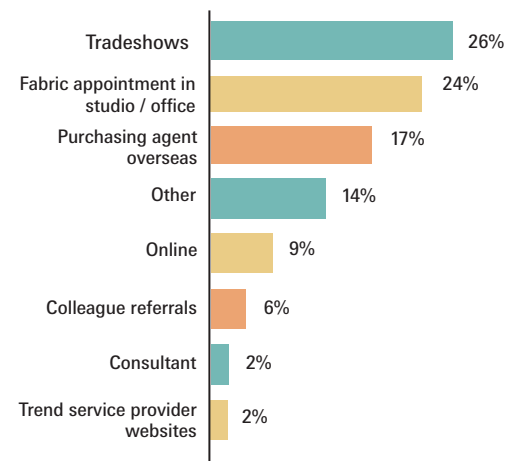
Attendees Most Important Factors in Selecting New Fabrics at a Tradeshow:



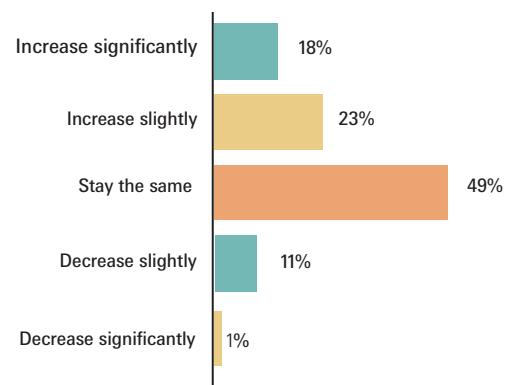
Note: Attendees selected multiple answers



Attendees Primary Methods of Sourcing Fabrics:



Attendees Spending Budgets for 2012:



*Source: Texworld USA July 2011 Attendee Survey

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July 2011 VIP Visiting Brands

2bRYCH	Bebe	Guess?	Nordstrom
2(x)ist	Bill Blass	Hobby Lobby Stores	Oscar de la Renta
57 Grand	Brooklyn Industries	IZOD	Perry Ellis
6126 by Lindsay Lohan	Cache	J.Crew	Phillips Van Heusen
Abercrombie & Fitch	Calvin Klein	J.Jill	Polo Ralph Lauren
Abi Ferrin	Chico's FAS	JC Penney	Rachel Roy
Academy Sports and Outdoors	Club Monaco	Jockey	Ralph Lauren
ADAM Adam Lippes	Coach	Jones Apparel Group	Rebecca Taylor
Adrianna Papell	Coldwater Creek	Jordache	Rocawear
Aerie by American Eagle	Cole Haan	Kahn Lucas	Ruff Hewn
AG Jeans	Converse	Kate Spade	Saks Fifth Avenue
Aidan Mattox	Daisy & Elizabeth	Kooba	Saks Off 5th
Alberto Makali	Dansko	Lands' End	Sears
Alexia Admor	Daryl K	Levi's	Swimwear Anywhere
Alice & Trixie	David's Bridal	Lilly Pulitzer	Talbots
Amanda Christine	Destination Maternity	Limited Brands	The Children's Place
Amerex Group	DKNY	Liz Claiborne	The Donegar Group
Amerimade Coat	Eileen Fisher	Lord & Taylor	Theory
Amy Matto	Eli Tahari	lululemon athletica	Tommy Hilfiger
Andrew Marc	Ellen Tracy	Macy's	TOMS
Ann Taylor	Express	Maggy London	Tory Burch
Ann Taylor LOFT	Fashion Bug	Marc by Marc Jacobs	Uniqlo
Anna Sui	Fishman & Tobin	MB Sport	Urban Outfitters
Antropologie	Forever 21	Michael Kors	Victoria's Secret
Armani Exchange	Free People	Natori	Vineyard Vines
Avenue	GAP	Nautica	Wal-Mart
BCBG/Max Azria	Greg Norman Collection	New York & Company	Walt Disney World

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Value Added

Seminars: 15 sessions focusing on Eco-Issues, Fashion & Color Trends, Material Innovations, Sourcing Strategies and New Business Development offered and organized by Lenzing and Stylesight.

Exclusive Seminar for Exhibitors: How to Sell in the USA: An informative seminar discussing the state of the U.S. economy, the top producing retailers and current buying trends.

Trend Forum: Focus on Fall / Winter 2012/13 Megatrends, including: Digital Dimension, Raw Energy, Sensing Matter, and Wildcraft.

The Trend direction was created by Stylesight, the leading global provider of trend content, tools and technology for the style industry.

Trend Participants: Exhibitor fabrics as selected by the Stylesight Selection Committee.

The Trend Forum is a popular "first-stop" for many press and attendees.

For more information:

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Visit: www.TexworldUSA.com

Publicity: Advertising, editorial and discussions regarding Texworld USA have appeared in the following publications, websites and social media sites:

AboutSources
Apparel Magazine
apparelnews.net
California Apparel News
Canadian Apparel Federation
Ecotextile News
Emergingtextiles.com
Exhibition News
Facebook

Fashionindex
Fashionindex.com
Fashionmag.com
fibre2fashion.com
IAEE Industry News
Journal du textile
Just-Style.com
Lenzing e-Newsletter
LinkedIn

Eco-Friendly Fabric Manufacturers receive special recognition in the onsite directory with a leaf designation in the alphabetical listing and signage in their booths.

VIP Buyers: Important buyers receive special attention with the following services:

- Exhibitor match-making services
- Membership in the private Tulip Club lounge
- Complimentary lunch and refreshments
- Complimentary car service to and from the event