

MAGIC

AUGUST 2012



THE BUSINESS OF FASHION



INDUSTRY ACCESS

MAGIC is where tens of thousands of attendees from over 80 countries meet more than 5,000 apparel, accessories and footwear brands to trade information, preview trends, build business and shop fashion unlike anywhere else in the industry – sparking the strategic connections that become the relationships of tomorrow.



MAGIC

ONE SHOW. EIGHT COMMUNITIES.



WWD**MAGIC**

WOMEN'S

Sportswear, Eveningwear,
Accessories, Swimwear & Juniors



PLATFORM

FOOTWEAR

Footwear &
Accessories for
Women, Men,
Juniors & Kids



PROJECT

MEN'S/WOMEN'S

Directional
Designers, Advanced
Contemporary &
Premium Denim



SOURCING at **MAGIC**

FASHION SUPPLY CHAIN

Apparel, Footwear, & Home
Textile, Manufacturers, Fabric &
Trim Suppliers and Supply Chain
Service Providers



MENS/WEAR

MEN'S

Casualwear &
Classic Tailored



slate.

YOUNG MEN'S PROGRESSIVE

Progressive Street &
Action-Sport
Lifestyle Brands



STREET

GLOBAL YOUNG MEN'S

Streetwear &
Licensed Apparel



POOLTRADESHOW

MEN'S/WOMEN'S

Emerging Art &
Design-Driven Brands

SOURCING at MAGIC Home



Introducing the home textiles show within SOURCING at MAGIC. A compelling mix of international and domestic resources, providing an unparalleled opportunity to connect with hundreds of sourcing exhibitors who represent the entire spectrum of home textiles, décor, and accessories.

UNITING THE FASHION & HOME COMMUNITIES

TEXTILES

DÉCOR

ACCESSORIES

HOUSEWARES

WALL & FLOOR COVERINGS

GIFTS & HANDICRAFTS

GLOBAL PURCHASING POWER

TOP 10 U.S. STATES

-  ARIZONA
-  CALIFORNIA
-  COLORADO
-  FLORIDA
-  ILLINOIS
-  MICHIGAN
-  NEVADA
-  NEW YORK
-  TEXAS
-  WASHINGTON

RETAILERS FROM
ALL 50 STATES
AND
OVER 80 COUNTRIES
BRING **\$200 MILLION**
IN
PURCHASING POWER
PER DAY TO MAGIC

TOP 10 COUNTRIES (NON-U.S.)

- AUSTRALIA 
- CHINA 
- COLOMBIA 
- CANADA 
- JAPAN 
- KOREA 
- MEXICO 
- PANAMA 
- PUERTO RICO 
- UK 



BRAND POWER

MAGIC brings together designers, brands, merchants and manufacturers of men's, women's & children's apparel, footwear, accessories & sourcing resources.

MAGIC IS THE #1

RESOURCE FOR THE FASHION INDUSTRY

OVER 1.5 MILLION

SQUARE FEET OF EXHIBITING BRANDS

5,000+

EXHIBITING FASHION BRANDS

2,000+

BRANDS NOT SHOWING AT
ANY OTHER U.S. TRADE SHOW



A COMPREHENSIVE COLLECTION OF BRANDS REPRESENTING THE ENTIRE SPECTRUM OF FASHION



•DONALD J PLINER•



RETAIL HIGHLIGHTS

From department stores to online retailers, boutiques to mass merchants – MAGIC February 2012 participation by attendees with purchasing power increased by 7% over August 2011.

1,640+
INTERNATIONAL STORES



3,450+
NEW STORES

**67% OF THE
TOP NPD
BUYING TEAMS
REPRESENTING OVER
\$50 BILLION
IN RETAIL SALES VOLUME**

**281 SENIOR
EXECUTIVES
FROM THE
TOP 100
NPD COMPANIES**

Pentherman

GILT GROUPE

Neiman Marcus

Fred Segal

jcpenny

BARNEYS NEW YORK

NORDSTROM

HARVEY NICHOLS

BLUEBEE.com

PRCSUN

NINE WEST

KOHL'S

AMERICAN RAG CIE

KARMA LOOP.com

TILLY'S

SWELL

SEARS
Good life. Great price.

Abercrombie & Fitch

NO FEAR

YELLOW RAT BASTARD

METROPARK

BEALLS

Foot Locker

MAGIC ATTRACTS KEY BUYERS FROM ACROSS ALL RETAIL CHANNELS

kitson

THE SPORTS AUTHORITY

Zappos.com
POWERED by SERVICE™

FOREVER 21

CITY SPORTS

amazon.com

PLANET HOLLYWOOD

overstock.com
also known as O.co™

rue21

Walmart
Save money. Live better.

bloomingdales

Dillard's
The Style of Your Life.

HARRY ROSEN

HOLT RENFREW

Wade's

QVC

TARGET

HOT TOPIC

the magic of macy's

Saks Fifth Avenue

Buckle

MAGIC

THE MOST INSPIRING
FASHION & CULTURE EVENT



INDUSTRY INTELLIGENCE



ENGAGING EVENTS



TRENDS & INSPIRATION



INDUSTRY INTELLIGENCE

Over 4,500 MAGIC participants take advantage of complimentary access to more than 40 high-profile industry seminars featuring 80+ leading executives.



NOTABLE SEMINAR SPEAKERS INCLUDED:

Tony Hsieh / Zappos.com™

Eric Jennings / Saks Fifth Avenue™

Laurie Ann Goldman / Spanx™

Kevin Ryan / Gilt Groupe™

Gary Schoenfeld / Pac Sun™

Laurie Pressman / Pantone™

Uri Minkoff / Rebecca Minkoff

Manel Jadraque / Desigual

Miriam Lahage / eBay Fashion

Richard Darling / Li & Fung

Sally Lohan / WGSN

Rick Paterno / The Jones Group

Matteo Maniatty / Original Penguin

Michael Saunders / Kellwood

Tyler Jordan / Arc'teryx

George Feldenkreis / Perry Ellis

Marshal Cohen / NPD Group

Jim Salzano / The Clarks Company

Barry Miguel / 7 For All Mankind

EVENT HIGHLIGHTS



PROJECT WOOSTER

An inspiring showcase of 30+ directional designers from Japan and their mastery in crafting product that transcends culture and time, carefully curated by famed former Bergdorf Goodman and Neiman Marcus fashion director, Nick Wooster.



FASHION INFLUENCERS

Icons including Betsey Johnson, Avril Lavigne and Kellan Lutz attend MAGIC to promote their fashion lines and build their brands.



MAGIC RUNWAY SHOWS

Next season's styles and trends spotlighted at daily fashion shows.



MAGIC PARTIES

- "Rock the Bells" concert featuring Ms. Lauryn Hill
- POOLTRADESHOW Opening Party featuring Aeroplane
- Official Project/S.L.A.T.E. Party featuring A-Trak
- SOURCING at MAGIC Party



MAGIC GOLF TOURNAMENT

Over 120 fashion executives and influencers enjoy an extraordinary day of golf and networking at Bear's Best, a Jack Nicklaus designed course.



BLOGGER PROGRAMS

70 of the most influential bloggers participated in interactive panels and workshops at lounges hosted by partners such as TEEN VOGUE. MAGIC blog posts reached over 6 million unique viewers.

INTERNATIONAL BUYER PROGRAM



MAGIC AND THE INTERNATIONAL BUYER PROGRAM (IBP)

Each year the U.S. Commercial Service – the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration – brings thousands of international buyers to U.S. tradeshows through its IBP. The IBP is a government-industry program designed to match international companies with U.S. suppliers. This year, MAGIC has been selected to be a part of the program.

SERVICES AVAILABLE FOR THE INTERNATIONAL BUYER

- Complimentary registration
- Complimentary educational sessions
- Special invitation to the exhibition Opening Day Celebration on Monday, August 20, 2012
- International Business Center with many amenities and staffed by Commercial Service industry specialists who can provide counseling on-site



INTERNATIONAL BUSINESS CENTER

INTERNATIONAL BUSINESS CENTER (IBC)

The IBC is the official welcoming and reception location for all international guests. The IBC will be staffed by the USDOC and USDOC partners, who will provide export counseling and assist international buyers in identifying and setting up meetings with U.S. exhibitors whose objectives match their own.

SERVICES OFFERED AT THE INTERNATIONAL BUSINESS CENTER INCLUDE:

- A relaxation and meeting area
- Information on the venue
- Information about conference sessions
- Assistance in translation and interpreter services
- Matching services
- Private meeting rooms
- Computer terminals with internet access

ATTENDEE SERVICES

INTERNATIONAL BUYERS REGISTRATION (IBR)

Registration is free for qualified buyers!

Simply visit www.MAGIConline.com or complete and return the attached registration form by fax or mail. (Note: There is a fee for non-retailers to attend).

Please submit your registration as soon as possible to receive your show badge confirmation prior to the show. **International attendees should pick up their badges at the International Buyer Registration upon their arrival.**

BUYER ASSISTANCE

MAGIC's accomplished staff offers customer service year-round to assist you. Our dedicated Retail Relations Department is here to service your informational and show related needs. For assistance in planning your visit to the show, email **Susan Chenetz** at schenetz@magiconline.com or call her at **310-857-7609**.

BUYERS' SUITE

Created especially for our buyers, you are invited to stop by the lounge to relax and enjoy free Wi-Fi service available. Gain valuable insights to improve your store operations from industry experts.

PLANNING TOOLS

ONLINE SERVICES

Visit our website at www.MAGICOnline.com for the latest show news and registration information. Find out who's exhibiting, who's offering show specials and get updates on events and seminar schedules.

HOTEL & TRAVEL INFORMATION

Specially-negotiated rates are available on airfare, rental cars, and hotel accommodations for MAGIC attendees. For assistance with your travel to and from the show, visit the MAGIC website at www.MAGICOnline.com, click **SHOW**, then **HOTEL AND TRAVEL**, then **BOOK!**

VISITING LAS VEGAS

This spectacular town attracts over 35 million visitors each year by providing world class shopping, entertainment and accommodations. Choose from a diverse selection of restaurants serving cuisines from around the world or take in the nightlife at any one of the popular nightclubs.

MAGIC



MAGICONLINE.COM
AUGUST 20 – 23 2012