

The LondonEdge 2013



LondonEdge will once again take London Olympia by storm with the biggest and best show of its kind in the world.

Presenting the biggest exhibition of alternative merchandise anywhere on the planet, LondonEdge celebrates the world's most creative and exciting 'niches' in fashion, footwear and accessories.

With a reputation for attracting a high percentage of overseas buyers, this unique global show is dedicated to short order merchandise and is one of the most successful and enduring trade shows on the circuit.

Split into two notional areas, Original & Fashion, LondonEdge Original represents over 200 hard-edged, punk, rock, goth and tattoo inspired brands where as LondonEdge Fashion houses over 150 rock n roll, vintage, retro, pin up, burlesque and rockabilly collections. With both areas heaving with clothing, accessories and beauty brands, there truly is something for everyone.

Although in its 14th year, Londonedge is still breaking barriers & this September 2013

show welcomes the highest number of new, first time exhibitors for years.

Along with the usual array of brands available, visitors can expect to see over 30 new, never seen before companies showing as many as 50 collections from all corners of the planet. New exhibitors to keep an eye out for include Bettie Page, Faux Real, Hello Margo, Isabelle Batz, Jubly Umph, Music Legs, Time City and Dark Candles to name a few.

Elsewhere on the bustling trade show floor, Hell Bunny, Sourpuss, Iron Fist, Loungefly, Alchemy, Too Fast, One Direction, Banned, Collectif, Dead Threads, New Rock and TUK return once again to wow buyers and attendees with their one-of-a-kind and eye catching collections.

Once again the plethora of entertainment on offer will not disappoint, with a unique blend of specialist acts and fashion shows taking to the main stage as well as Fashion Show Scenes.

Themed lounges are scattered around the floor, with complimentary hairstyling, free liquor shots & energising music all contributing to the shows great atmosphere. When it comes to the more serious stuff, this

is a show that is very well known to generate onsite business as well as substantial new business contacts. It delivers results.

Always with the exhibitors needs at the forefront, this September, LondonEdge have a dedicated Buyer Liaison Manager on board inviting attendees from all over the planet. A particular focus this season is on exhibitor nominated, VIP buyers from countries with a strong or growing economies including Australia, Scandinavia, USA and Germany.

Last season saw an overall increase in buyer attendance of 14% against September 2012 with 14% increase in the UK attendance & 13% increase in overseas attendees. With these new additions, this September 2013 will no doubt see a further increase.

Continually developing and improving September's show has returned to its usual Sunday, Monday, Tuesday format.

**1st-3rd September 2013,
The National Hall, Olympia,
Hammersmith Road, London, W14 8UX
Web: www.londonedge.com**

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