



Source

FASHION

18-20 FEB | OLYMPIA LONDON

Show Report

Part 1

The Numbers

Here are the key takeaways from our February 2024 show:

+86%

Increase in
visitor footfall vs
July 2023 show

+60%

Increase in
exhibitors vs Feb
2023 show
110 in Feb 2023 vs 176 in Feb 2024

25

Countries were
represented on the
show floor

56%

of July 2024
floorspace has
been sold already



Key Attendees

Below is a snapshot of some of the high-profile brands/retailers that brought teams to Source Fashion February 2024:



Job Profiles

There were a wide range of job titles at the show, each playing a key part in the process of deciding to work with a new manufacturer/supplier.

Buying Managers,
Buyers

Operations Managers,
Production Managers,
Technologists

Owners/CEOs
/Directors

Heads of Procurement,
Sourcing Managers

Designers, Fashion
Designers, Product
Designers

Sustainability
Specialists, Ethical
Sourcing and
Responsible Sourcing



Testimonials



Exhibitor

“This is now the third time I’ve exhibited at Source Fashion and the show turns out to be a real success every time. We’ve had quality clients show up, including meeting Sir Tom Singh(Founder of New Look). This year we’ve met some really good contacts too, and now it’s up to us to work hard and make something out of it, but we’ve had some really big brands come by and that’s what we wanted.”

Vijay Ahuja,
Owner of ASU Clothing

Exhibitor

“We’ve met small fashion brands that are looking to expand. We’ve met big chains that want to have new brands in their retail stores. So, I think that the variety is really nice, that you don’t just get to meet one type of buyers or one type of product developers, you have an array of diversity.”

Nohir Saleh,
Owner of The Fashion Incubator

Visitor

"I mean the great thing about Source Fashion is that you can be any size of business. A lot of companies here are doing small MOQ's for small brands, and other companies are doing big MOQ's for big brands, it's a widespread variety. I really recommend that if you're in the industry, you've got to come and see this."

Touker Suleyman,
Owner of Hawes & Curtis, Ghost, and Low-Profile Group | Ex-judge on BBC programme 'Dragons Den'





Exhibitor

"To showcase in trade shows is the first step to finding new customers, and it's the reason why we are here, because we are trying to find new customers in the UK. So far, we've met new brands, and it's the audience that we are trying to reach."

Filip Prata,
CEO at Lagofra

Visitor

"Being able to come here and actually feel and touch and meet the people behind the companies is priceless. I've never been to any other trade show or fair where I've been able to meet a range of manufacturers that come from all over the globe."

Tutu Pikin,
Owner of Tuvie Ejoh





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14-16 JUL | OLYMPIA LONDON

Join us in July

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