

## CFA Member Spotlight on Tradeshows!

April 29th, 2013

The **California Fashion Association (CFA)** is a non-profit organization established to provide information for business expansion and growth to the apparel and textile industry of California. The mission of the CFA is to define the industry's economic impact, and to outline export opportunities as well as global sourcing options.

*California is the "Gate to the Americas" and American style!*

### Upcoming Events:

May 1: CFA Panel for West Coast Manufacturing Conference

May 2: Woodbury University Public Runway Show / Red Studios Hollywood

May 4: Otis College of Art & Design Scholarship Benefit & Fashion Show

May 6-8: Designers & Agents / New York

May 9: "Alternatives for a Distressed Company in Apparel & Retail" - CIT Panel & Luncheon

May 9: OTIS Annual Exhibition Preview

May 14: Simparel Breakfast Briefing for 'New Approach to ERP Software' / CMC

May 15: LAEDC International Trade Outlook / Renaissance Long Beach Hotel

May 17: 'The Latest on the Affordable Healthcare Act' Breakfast Seminar - Lathrop & Gage LLP / SLS Hotel, Beverly Hills

June 7: Santa Monica College LA MODE 2013 Runway Show / The Olympic Collection

June 8: National Jewish Health "Black & White Ball" honoring Harry Friedman, Rosenthal & Rosenthal & R. Douglas Smith, Smith, Mandel & Associates / The Beverly Hills Hotel

June 10-12: Designers & Agents / New Mart

**LAS VEGAS**  
**LICENSING**  
**EXPO 2013**



**Chris DeMoulin**  
*Executive Vice President,  
Customer Development &  
President, Licensing*

Visit their website [here](#)

For over 30 years, **Advanstar's Licensing Expo** has been the meeting place for the biggest names and the hottest properties in the industry. This is where attendees will find new properties and brands, see the latest trends in the industry, and initiate licensing deals. Whether you are looking to spot trends, build strategic partnerships, secure promotional tie-ins or take your property worldwide - this is where it all happens!

**Licensing Expo** is introducing the Fashion District at this year's show (June 18-20) - confirming their commitment to expand and deepen the fashion platform for this premier annual gathering of the licensing industry. With new initiatives to match you and your business with your targets, digital Look Books and My Show Planner, fashion-focused attendees can meet directly with key brands, licensees, retailers and distributors that will move your business ahead. Connect with brands from every corner of the fashion industry, including luxury, family/lifestyle, action sports, surf, active, contemporary and heritage brands.

In 2012, nearly 400 exhibitors representing more than 5,000 brands gathered in Las Vegas creating the largest, most diverse collection of properties and brands available for licensing worldwide. **Licensing Expo** is the most established and largest licensing event in the world, bringing together leading licensors and agents with more than 14,000 key decision-making retailers, manufacturers, marketing, and advertising professionals across all consumer product categories.

### Upcoming Event:

**June 18-20, 2013: Licensing Expo**-Mandalay Bay Convention Center, Las Vegas

To register for Licensing Expo 2013, [click here](#)

June 10-13: LA Fashion Market / Gift & Home Market / Select Contemporary Show / Transit LA Shoe Show / LA Kids Market / CMC

June 14: "Think Asia, Think Hong Kong" - HKTDC, JW Marriott, LA LIVE

June 18 - June 20: Licensing Expo - Mandalay Bay, Las Vegas

June 20-21: Retail Executives Summit, Del Mar California

July 9-10: Kingpins Denim Show, Los Angeles

August 5-8: LA Fashion Market Week

August 18-21: SOURCING at MAGIC

August 19-21: MAGIC Market Week (WWD/MAGIC, FN PLATFORM, PROJECT, THE TENTS @ PROJECT, PROJECT MVMNT, PROJECT MENS/WEAR, POOLTRADESHOW)

August 19-21: LIBERTY FAIRS - Sands Expo Venetian / Palazzo, Las Vegas

August 29: CFA Advisory Board Meeting

Sept. 16-18: Designers & Agents / New York

Sept. 30-Oct. 2: LA International Textile Show / CMC

October 7-9: Los Angeles 'Majors' Market

October 5: Fashion Industries Guild of Cedars Sinai Medical Center "An Evening Honoring Vera Campbell, KWDZ Manufacturing, Inc. and Steven Schoenholz, Tempted Apparel / Beverly Wilshire Hotel

October 14-16: LA Market Week

*For more event information, please call the CFA office.*



**Erin Barajas**  
*Director*

Visit their website [here](#)

**Kingpins** started out in 2004 as a tiny denim supply chain show for folks tired of the mad scramble and soul-deadening crush of handshakes and "who are you's?" and badge-checking at the huge sourcing shows that dominate the industry.

The idea was: keep the exhibitor list tight, invite only the best brands, serve tasty food, treat everyone like family and create an atmosphere that's conducive for networking and relationship-building. It worked out pretty well.

**Kingpins** is still small, but they've gone global. You can now find **Kingpins** shows in New York, Los Angeles and Hong Kong. And more international shows are in the works.

**Kingpins** is still invitation-only and their exhibitor list is still a highly-edited selection of vendors that include denim and sportswear fabric mills from the U.S., Japan, China, India, Morocco, Mexico and Europe, wash houses, full package manufacturers, trim providers and business solutions.

Basically, if it's denim or can be worn with denim - **Kingpins** has it.

**Upcoming Event:**

**July 9-10: Kingpins Show, Los Angeles** - Cooper Design Space

*Please Note: Kingpins is an Invitation-Only Show. If you are interested in attending but have not received an invitation, please email [RSVP@kingpinsshow.com](mailto:RSVP@kingpinsshow.com) to be considered for admission.*



**Sam Ben-Avraham**  
*Founder*

Visit their website [here](#)

**LIBERTY FAIRS** to debut in New York and Las Vegas. PROJECT founder, SAM BEN-AVRAHAM to launch a new Contemporary show.

Mission: **Liberty's** commitment is to community, service, education and innovation.

**Liberty** will be the first "paper-lite" show; leveraging technology to create a seamless tradeshow process for brands and retailers. In addition to showcasing manufacturers, **Liberty's** creative environment will foster the goal of forming new business connections, as well as education for exhibitors and retailers.

Sam: "250 of the best Menswear and Dual brands will be shown at the Venetian and Sands Expo. **Liberty** will also feature **Foundry**, the only sourcing show dedicated exclusively to 'Made In America'. This will be a trade event that will play host to the brands and retailers that have pushed the industry forward, through innovation and community. I want to be an integral part of this movement, and a real change-agent. With this in mind, my new platform will only focus on programs that will truly help the community."

Sam Ben-Avraham is also co-founder of Modern Assembly, a new strategic alliance made up of the Agenda, Capsule, Liberty and BJI Fashion Group (MRket, Stitch and Accessories The Show) tradeshow, which will debut August 2013 in Las Vegas at the Venetian and Sands Expo. This is a never seen before tradeshow alliance that will promote cooperation across all categories.

**Upcoming Events:**

**July 22-23, 2013: LIBERTY NEW YORK** - 82 Mercer Street

**August 19-21, 2013: LIBERTY LAS VEGAS** - Sands Expo Venetian / Palazzo

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