

SOURCING at MAGIC

POST | SHOWREPORT

FOCUS REGION AUGUST 2011: THE AMERICAS 75+ EXHIBITORS FROM NORTH, CENTRAL & SOUTH AMERICA



SOURCING at MAGIC, North America's most comprehensive representation of the international fashion supply chain, and The U.S. Department of Commerce hosted The Americas Pavilion to promote business in the Western Hemisphere.

[Click here to view the video of The Americas Pavilion from SOURCING at MAGIC](#)

The official SOURCING at MAGIC opening ceremony kicked off amidst a festive backdrop complete with salsa dancers, while sourcing executives and guest speaker, Under Secretary Francisco J. Sánchez of the U.S. Department of Commerce carried out the ribbon cutting honors along with MAGIC President Chris DeMoulin. In a brief address, Sánchez discussed the Western Hemisphere regional textile and apparel supply chain, along with highlighting export successes and potential opportunities for U.S. fiber, yarn and fabric manufacturers as part of the National Export Initiative.

In collaboration with The D.O.C.'s Office of Textiles and Apparel (OTEXA) and the Office of the U.S. Trade Representative (USTR), The Americas Pavilion showcased 75-plus manufacturers, fabric suppliers and design resources. Expressed optimism in response to early sales and large turnout inside the pavilion provided a focal point for over 800 exhibitors from 40 countries, creating the largest and most comprehensive SOURCING show to date.

WHAT EXHIBITORS ARE SAYING ...

"The quality of visitors, the mix of suppliers from the U.S. and efforts from the SOURCING at MAGIC staff provided the perfect setting for a bright outlook for Sourcing in the Americas."

ROBERT FRANCIS, CBI INDUSTRIES

"The Americas Pavilion gave us the opportunity to do business directly with buyers, and we met many who were interested in moving their production to the CAFTA area. Since the show we have been in contact with them on proto samples, quotes, fabric & garment development."

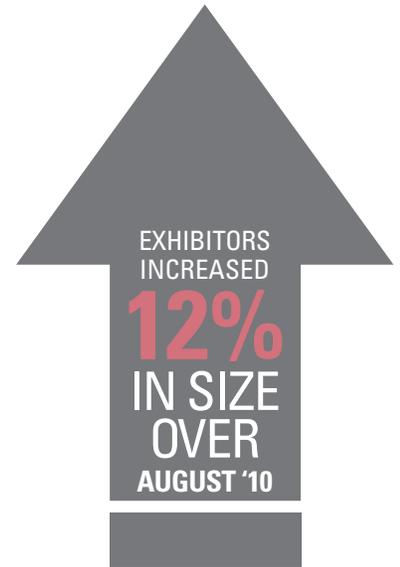
ERICK STERKEL, LOS VOLCANOES GROUP

"We see a great future for the The Americas and we know that coming to SOURCING at MAGIC gives us the opportunity to deliver the services that customers are seeking from our region."

CESAR CABRAL, M&T GLOBAL

"SOURCING at MAGIC is one of the best tradeshow we have ever participated in. We made great contacts and are very excited about new business. We look forward to exhibiting at the next show!"

CALEB CHANG, CSTAR



MATCHMAKING PROGRAM – WHERE FASHION STARTS

SOURCING at MAGIC's complimentary Matchmaking Program successfully connected over 200 sourcing decision makers at the Sourcing Resource Center where they were matched based on their specific sourcing needs with potential resources.

As part of the show's exclusive VIP Matchmaking Program, exhibiting contract manufacturers with specific sourcing needs connected with over 50 major U.S. retailers and branded wholesalers including Columbia Sportswear, JCPenney, Lululemon, Macy's, Marithe Francois + Girbaud, Orvis, PacSun, Saks Fifth Avenue, TJ Maxx, Warnaco, Williamson-Dickie, and many more.

➔ **800+**
EXHIBITORS

40+
EXHIBITING
COUNTRIES



MAGIC
3,500+
EXHIBITING COMPANIES
SHOWCASING
5,000+
BRANDS AT MAGIC



Strong country growth from China
Haiti, Dominican Republic,
Guatemala, El Salvador, Honduras,
Nicaragua and Ethiopia.

WHAT ATTENDEES ARE SAYING ...

"We found factories that we would like to explore and the seminars were great!"
OFELIA CASTILLO, LL BEAN

"As a buyer of fabrics and product developer, SOURCING at MAGIC is 50% of my sourcing for the year. If it didn't exist I would lose a lot of business."
KRISTA MARTENSON, KRISTA CARRY LLC

"Meeting the sources personally is very important to us and we're always given the widest variety at SOURCING at MAGIC. We have peace of mind knowing we are getting the best of the best, which is invaluable."
MOLLY MCDONALD, KINNUCAN'S

"I talked to several interesting vendors as a result of the Matchmaking Service and used the resources provided to generate leads for my other team members."
DAVID MIHALIK, CINTAS

"The show was very helpful. Our main objective was to find new, viable vendors for our product and we came away with solid leads."
LISA SHERMAN, HAMPTON DIRECT



**OVER
 29%
 INCREASE IN
 ATTENDANCE*
 @ SOURCING
 atMAGIC**

*Compared to August 2010

**◆ 30+ SEMINARS ◆
 FEATURING 70+ TOP INDUSTRY SPEAKERS
 & 4,000+ SEMINAR ATTENDEES**

**THE MOST PROMINENT RETAILERS ATTENDED
 SOURCING AT MAGIC, INCLUDING:**

- 99 CENTS ONLY STORES
- ALDO
- ABERCROMBIE & FITCH
- AMAZON.COM
- AMERICAN EAGLE
- OUTFITTERS
- AVON
- BEALLS OUTLET
- BEBE STORES
- BELK
- BLAIR CORP
- CHARLOTTE RUSSE
- CHARMING SHOPPES
- CHICOS
- CINTAS
- CITI TRENDS
- COSTCO WHOLESALE
- DAVID'S BRIDAL
- DICKS SPORTING GOODS
- DILLARD'S
- DISNEY THEME PARK
- FOOT LOCKER
- FOREVER 21
- GAP
- GUESS
- GYMBOREE
- HARLEY DAVIDSON
- JCPENNEY
- KOHL'S
- LA MAISON SIMONS
- LL BEAN
- LULULEMON ATHLETICA
- MACY'S
- MANDEE
- MARMAXX GROUP
- NORDSTROM
- ORVIS
- PACSUN
- PAYLESS SHOE SOURCE
- PENDLETON
- REDCATS USA
- REI
- SAKS FIFTH AVENUE
- SEARS
- TARGET
- THE CHILDREN'S PLACE
- THE WALKING COMPANY
- UNIVERSAL STUDIOS
- HOLLYWOOD
- WET SEAL
- WINDSOR FASHIONS
- ZAPPOS
- ZUMBA FITNESS

**THE MOST PROMINENT BRANDED
 MANUFACTURERS ATTENDED SOURCING
 AT MAGIC, INCLUDING:**

- 7 DIAMONDS
- ADOLFO LICENSING GROUP
- ALSTYLE APPAREL & ACTIVEWEAR
- AMERICAN APPAREL
- BEARPAW
- BELGO LUX
- BUFFALO JEANS
- CHINESE LAUNDRY
- COBIAN
- CONCEPT ONE
- CONNECTED APPAREL
- CREATIVE APPAREL
- CONCEPTS
- DESIGUAL
- DICKIES GIRL/APPAREL
- LIMITED
- DOCKERS
- DOLLHOUSE
- ENGLISH LAUNDRY
- FAMOUS STARS & STRAPS
- FOX HEAD
- FRUIT OF THE LOOM
- GIORGIO COSANI
- HAGGAR CLOTHING CO
- HAMPSHIRE BRANDS
- HURLEY
- JEM SPORTSWEAR
- JERRY LEIGH
- JFH GROUP
- JOCKEY INTERNATIONAL
- JOHNNY WAS
- JUNK FOOD CLOTHING
- MAD ENGINE
- MARITHE + FRANCOIS
- GIRBAUD
- MAUI AND SONS
- P J SALVAGE
- PERRY ELLIS
- POINT ZERO
- RAMPAGE FOOTWEAR
- SEE THRU SOUL
- SILVER JOANS
- SOUTHPOLE
- SPORTAILOR
- TAPOUT
- TRUE RELIGION
- VERA BRADLEY
- VF CORP
- WEATHERPROOF
- WILLIAMSON-DICKIE
- YMI JEANSWEAR INTERNATIONAL

