

THE BRANDERY

POST FASHION CIRCUS

SUCCESS

WINTER EDITION

27-28-29

JANUARY 2010



B

MADE IN BARCELONA



Fira Barcelona



THE BRANDERY is now a reality

THE BRANDERY is the new international rendezvous for urban fashion, a platform for business and a generator of new trends. All of which was confirmed by the **9,715 professionals** from the fashion sector and **113 exhibitors** who took part in the initiative.

It was a well-produced show in every sense: the product, the brands, the visitors, communications and staging. A new trade show with a different format and different complementary events going on around it.

The Brandery, a total success in every sense

The success of THE BRANDERY's first edition consolidates the trade show as a platform for business and an excellent communication and marketing tool for buyers, suppliers, salespeople and creators.

95% of exhibitors who took part in the first edition have already confirmed their participation at the next fair. The 46% of the exhibitors were international.

88% of visitors, all top-flight professionals, have given the trade show a very positive quality rating and have expressed their interest in visiting the next edition. In addition, 22% of registered visitors were from abroad.

The presence of more than 500 accredited journalists at THE BRANDERY's summer edition shows just how much media interest the event aroused.

The media in attendance gave wide and positive coverage in radio, TV, Internet and print media: something which has benefited the participating brands as well as the event's future.

See www.thebrandery.com.

Barcelona, the epicentre of urban fashion

THE BRANDERY is more than a fashion show. It is an authentic laboratory for ideas, where fashion professionals can analyse new trends in design, marketing and innovation.

The event was held in Barcelona, which is one of the most modern and cosmopolitan European cities, and has always been at the forefront of new trends. The show, produced by Fira de Barcelona, has cornered the Southern European urban fashion market.

THE BRANDERY has become the most effective way of reaching the Southern European market.

The Brandery

WINTER EDITION

Barcelona's major fashion event will open its doors for the second time on **January 27, 28 and 29, 2010.**

THE BRANDERY has become the rendezvous for brands, creativity and innovation.

Barcelona's fashion trade show has its eye on the present, but, most important of all, it is looking to the future. Our aim: quality and sustained growth.

SUCCESS



THE BRANDERY

A FASHION INDUSTRY MEETING POINT

The second edition of THE BRANDERY will take place on 27, 28 and 29 January 2010.

An innovative brand with an attractive image, a major advertising campaign to support it in the main markets and attract exhibitors and visitors, combined with high investment in resources, will make our aims a reality.

The Exhibitors

Leading brands from Italy, France, the UK, Germany, Portugal, the USA and Spain will be taking part in the trade show.

Special conditions, exclusive and unique services in comparison with other trade shows in the sector.

_ **Special registration fee of 500 euros**

Includes a plethora of services: Visitors Data Management, official catalogue, electricity, Internet connection, pavilion security, cleaning, compulsory insurance and more.

_ **Highly competitive space and stand prices**

	SPACE	SPACE + STAND
From 12 to 40 m ²	200 €/m ²	280 €/m ²
More of 40 m ²	160 €/m ²	240 €/m ²

_ **Exclusive spaces at the service of the brands**

The Visitors

The success of the first edition, the publicity it generated and the strategic plan to attract visitors put into place by the organisers, guarantee major growth in the number of buyers coming from target markets.

A special plan for Hosted Retailers

_ **Competitive prices and other advantages** to facilitate access for exhibitors' guests who confirm attendance before October 20th.

_ **A special, customised VIP plan** to attract the best leading buyers, distributors and salespeople that exhibitors could wish for.

Publicity and communication

THE BRANDERY is conducting a powerful communication campaign in the main markets in the sector, with special agreements ensuring a broad media presence as well as the attendance of leading professional visitors.

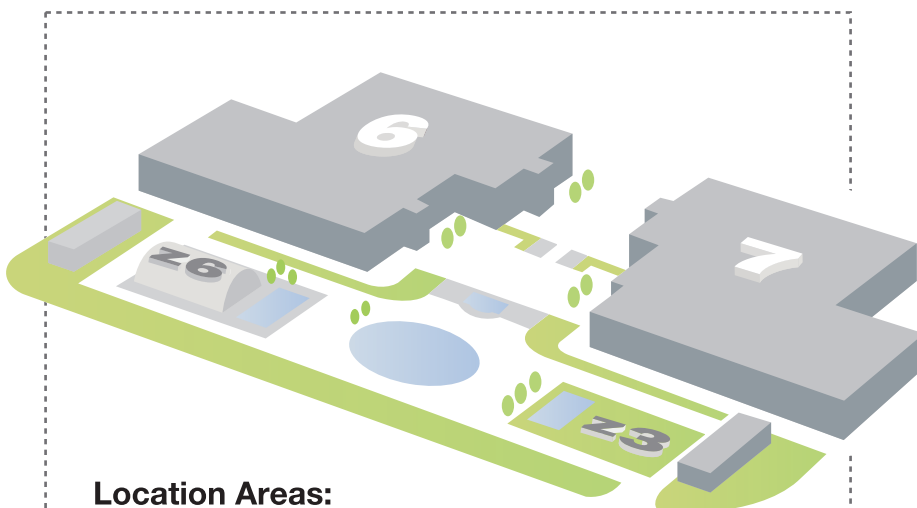
Finally, THE BRANDERY is making a special press area available with all the resources necessary for members of the media to do their job and to support the communications needs of the brands and the trade show itself.

Location

A UNIQUE AND UNRIVALLED VENUE

THE BRANDERY, just as with the first edition held last July, will be located in the upper part of the Montjuïc trade show venue.

For this second edition, THE BRANDERY will have double the amount of space.



Location Areas:

P6 -P7 : THE FIRA

Z6 - Italian Pavilion

Z3 - Mies Van der Rohe Pavilion



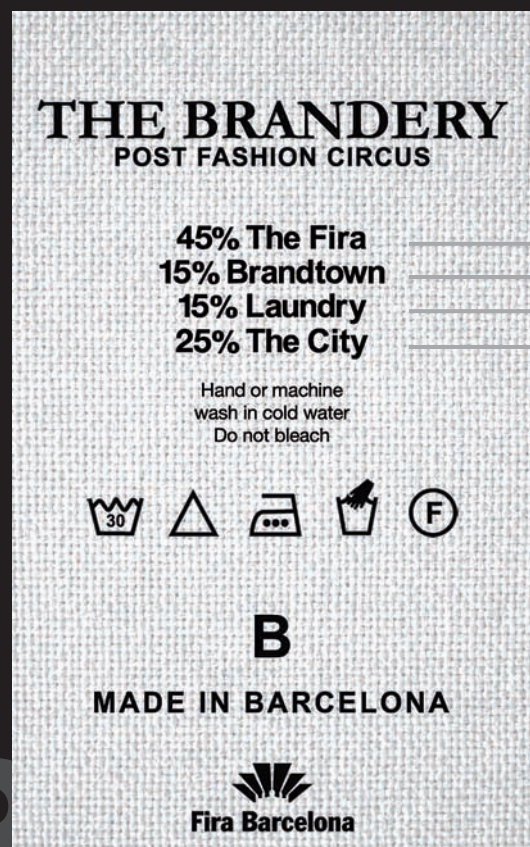
THE BRANDERY

Post Fashion Circus:

OUR ESSENCE – THE BRAND AND THE INDIVIDUAL

Post Fashion Circus, a new paradigm of transgression, design and innovation to project brand value as a totally individual and differentiating concept.

4 big areas



THE FIRA



The exhibitors, THE BRANDERY tradeshow

THE BRANDTOWN



The leisure zone – bars, restaurants, rest areas.

The fair's chill-out zone.

LAUNDRY



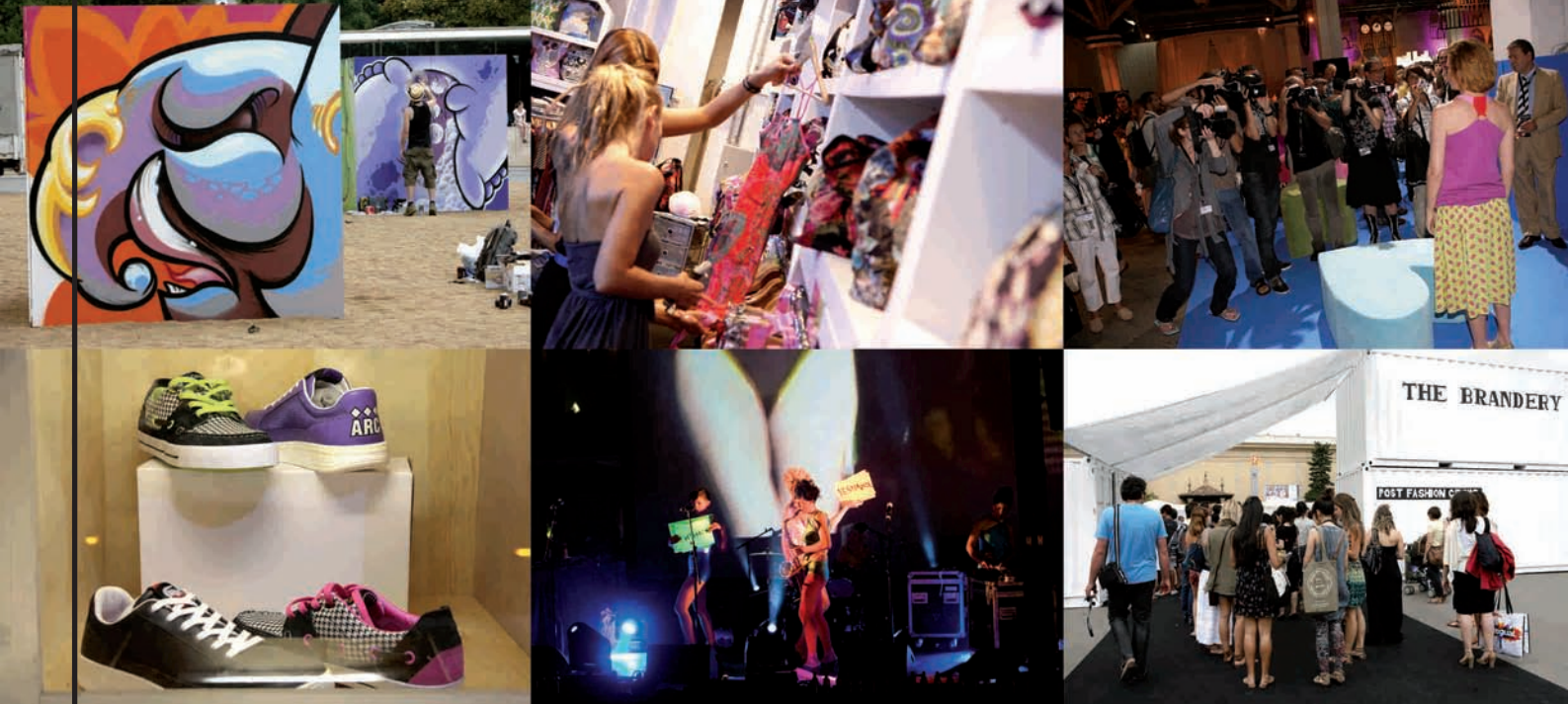
The ideas laboratory. A space for creation and innovation, debates and reflection, for people from the fashion industry.

THE CITY



Events, presentations and parties linked to THE BRANDERY taking place in the city of Barcelona.

Barcelona
urban fashion
capital



THE BRANDERY

The Fira

THE HEART OF THE BRANDERY

This is where leading brands display their most innovative ideas for professionals, retailers and distributors. **It is divided into 4 sections:**



THE CATHEDRAL

The space for designer-led fashion brands. Complete collections presented in their own style that go beyond the strict dictates of the market.



THE LOFT

Where there may or may not be a named designer behind the collection. These are collections with a very specific appeal far removed from pret à porter fashion. The exhibitor could be a specific clothing group.



THE WAREHOUSE

The space for denim-based brands.

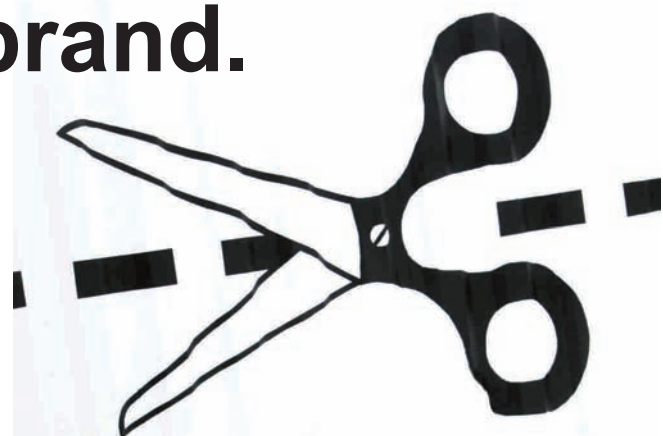


THE STADIUM

Focused on the world of sports & street wear, new generation and urban culture brands currently on the scene, with a special emphasis on the cult of sneakers.

We have a place reserved for your brand. Would you like to become a brander?

www.thebrandery.com



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