

THE BRANDERY REVOLUTION

TRADE SHOW
FOR URBAN BRANDS



BARCELONA
SUMMER EDITION
28-30 JUNE 2010
WWW.THEBRANDERY.COM



Fira Barcelona

THE BRANDERY
BARCELONA



THE BRANDERY REVOLUTION

TRADE SHOW REVOLUTION. LOVE FOR BRANDS.

The Brandery will be running for the third time from 28th to 30th June of this year. The show is under full expansion, as is shown by the increase in the number of new participating retailers, distributors, creators and journalists in each holding.

After the **growth** of the last two editions, bringing together the best of international urban fashion in the city of Barcelona, and now that the show is consolidated as a business platform, the third edition is set to be a total revolution.

The revolution of love. **The Brandery loves Brands.** It is the meeting place of those who love and create fashion and of those who love and seek fashion, in one of the world's most admired showcases: **Barcelona.** On the Mediterranean and with its magnificent Montjuïc exhibition centre, this innovative cosmopolitan city is open to all cultures and ways of understanding creativity. It is a genuine platform of contemporary urban fashion providing access to the vibrant southern European market. Barcelona means the chance to discover something different and to be seen as something different... something that sets trends and that helps to establish lasting relations.

| BRANDS | | | BUYERS | | | |
|---------------|-------------|-------------|--------------|-------------------|-----------------------|--------------|
| | SUMMER 2009 | WINTER 2010 | TOTAL GROWTH | SUMMER 2009 | WINTER 2010 | TOTAL GROWTH |
| | 113 | 207 | 82 % | 9715 | 14.689 | 51% |
| INTERNATIONAL | 46% | 52% | | INTERNATIONAL 22% | 20% | |
| PRESS | | | | | | |
| | SUMMER 2009 | WINTER 2010 | TOTAL GROWTH | | | |
| | 500 | 510 | 2% | 20% Italy | 11% UK | |
| INTERNATIONAL | 23% | 25% | | 16% France | 18% rest of Europe | |
| | | | | 13% Portugal | 22% rest of the world | |

See videos and pictures of the Winter 2010 edition at www.thebrandery.com

THE BRANDERY REVOLUTION

THE REASON WHY

The Revolution of love for something that captivates us and that captivates: **Fashion**.

As an objective inspiration in its market and in its collections, and as a totally subjective inspiration in its origin and its high level of creativity. From those of us who conceive it to those of us who purchase it, there is a passion that unites us. A new dose of enthusiasm in every season.

From the inside out, in what we feel for fashion and for what fashion conveys. As an idea, as a business, or as a lifestyle. A world created for the people who live it, and for the consolidation of an event that stands out precisely for its authenticity.

THE BRANDERY REVOLUTION

- **A revolution of brands**

A commitment to quality and image.

- **A revolution in consumption**

Purchase decisions are based on brands and desires.

- **A revolution in values**

Brands are connected with a philosophy of life.

- **A revolution in Barcelona's favour**

This city is the standard-bearer of the new European north-south axis.

- **A 2.0 revolution**



<http://facebook.com/thebrandery> www.youtube.com/thebrandery <http://twitter.com/thebranderybcn> www.flickr.com/photos/thebrandery <http://es.linkedin.com/in/thebrandery>

THE BRANDERY
BARCELONA



BRANDS REVOLUTION

Brands form an essential part of the revolution since they belong to a new philosophy of the market. It is a philosophy based on absolute love, without transition or intentions. In **The Brandery Revolution**, the leading participants are the benchmark brands of Italy, France, the UK, Germany, Portugal and Spain. They are a fundamental facet of the revolutionary changes augured by **The Brandery**.

Each sector of the show adapts to the brands' different needs and particularities:

THE CATHEDRAL

Name-brand fashion of designers. Complete collections with their own unique style.

THE WAREHOUSE

Brands sharing an intimate relation with denim as their common element.

THE LOFT

Brands as a prominent component of the latest design and trends.

THE STADIUM

Sport & street, action sport, street culture, sport style and performance fashion brands.



Just for brands which fall in love with **The Brandery**. A revolution in the relationship between a trade show and its customers: unique terms that are not to be found in any other show in the field. A genuine declaration of love:

- **Brander Reward Plan**

For each guest buyer, brands will receive a **financial reward** at the next Winter 2011 edition.

- **Hosted Retail Plan**

For each 5 m2 of display space from over 15 m2, **one night's stay at a hotel for free**, exclusively for brands' customers.

- **Special Date**

10% discount on the price of display space when participation applications are submitted before 31 March 2010.

- **On Line Revolution 2.0**

The Brandery places all its **social networks** and its website at the service of the brands.

- **Highly competitive prices for display space and stands**

With the **Special Inscription Fee** of 500 euros.

- **Loyalty Plan**

- **Financing facilities for participation**

- **Agreements with magazines and partners**





BUYERS REVOLUTION

The Brandery Summer Edition opens its doors on Monday to allow all its visitors to get a head start on the revolution at the weekend. Shopping, leisure and entertainment to get off on the right foot at the trade show.

THE BRANDTOWN

Areas for a break and leisure inside The Brandery. The best culinary proposals for enjoyment of the sun as well as spaces where you can watch broadcast of the World Cup Football matches in comfort.

THE CITY

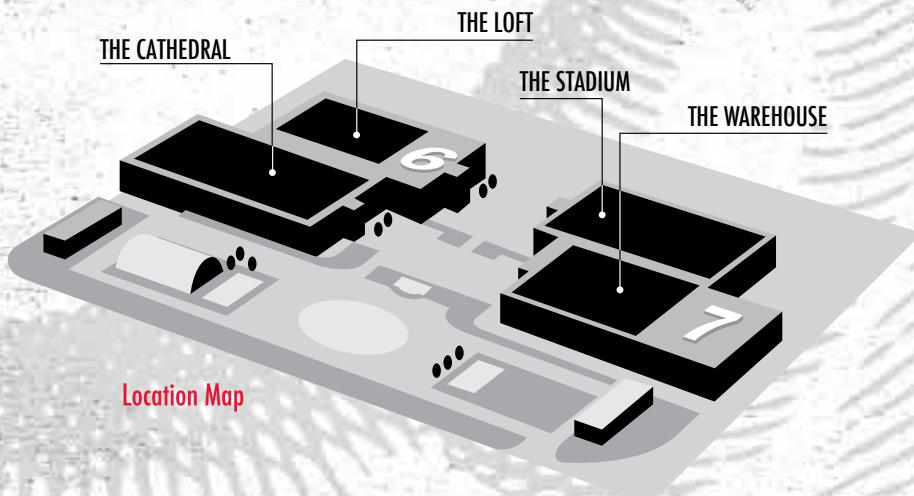
Visitors can enjoy Barcelona in the best season of the year, with its full offering of culture, beaches and nightlife.

THE FIRA

Trade Show.

THE LAUNDRY

The show's think-tank. Exchange, communication and relation sessions. What's more, it will be hosting the prestigious 2nd Meeting of Retail Leaders.



BUYERS REVOLUTION

Like an outstanding play, fashion is created and conceived to captivate spectators... that is to say, our buyers. **The Brandery Revolution** is the best stage around for captivating people with brands and it offers visitors the most attractive terms:

- **Free entry**

For professionals of the fashion industry who come with an invitation.

- **Special VIP Plan**

To draw the key multi-brand distributors, buyers and retailers who are sought by exhibitors.

- **Social networks**

Visitors will be able to spread their opinions and share their feelings by means of our social networks, which are at their complete disposal.

- **Barcelona at your feet**

The best terms for travel and accommodation.



PRESS REVOLUTION

The Brandery will be unfolding an ambitious communication campaign in the sector's foremost media, with special agreements to assure a wide-ranging media presence. Indeed, the media are a fundamental mechanism in conveying **The Brandery's** essence to its public.

- **Free Readers Accreditation Plan**

In collaboration with the fashion market's leading magazines. Their readers will be able to sign up for free admission to the event.

LOVE FOR BRANDS

BRANDERY BRANDS

5 MAGAZINE · 55 DSL · ACTITUDES MAGAZINE · AGTHA RUIZ DE LA PRADA · AKOMPLICE · AKRONYM · ALIBEY · ALTAMONT AMARILLOL · MON AMBIGUOUS · AMERICAN VINTAGE · ANA ONGAY · ANGELEYE · ANNA ALBERT · ANNA POVO · ANTIK KUSTOM · ARMAND BASI · ART ARTESANIA DE CATALUNYA · ATELIER CGG · AUTHENTIC SIDECAR · AVENTURES DES TOILES · BAD BOY · BAG.O · BALANTA · BANDE ORIGINALE · BARCELONA DELUXE · BELSTAFF · BERENICE · BESTE BAT · B-GUIDED · BIBIAN BLUE · BJÖRN BORG · BOSSA ART/GPS BREAK & WALK · BRITISH KNIGHTS · BUBEL · BUFF® · BUFFALO · BY BASI · BY JOOS · CANICHE · CAPOGIRO FIRENZE · CARDONA BONACHE CARLING · CAROCHE · CATERPILLAR · CELIA VELA · CHESHIRE · COAST + WEBER + AHAUS · COLINE · COLLEZIONI UOMO · CONILLAS · COOL THINK · COOLWAY · COTTON FIELD · COXX BORBA · CP COMPANY · CP08205 · CROMMORC · CROOKS & CASTLES · CRUYFF CLASSICS CURIUM · CUSHE · CUSTO · CUSTO BARCELONA · CYL · DANIEL CREMIEUX · DARIMEYA · DEELUXE · DERHY · DESIGUAL · DIANA DORADO DIDIER PARAKIAN · DIKSI · DISSIZIT · DKODE · DOS MARES · DRAPS · DRUNKNMUNKY · EJECT · EL NATURALISTA · ELEMENT · ELLE · ELLE SHOES · ENRIC MAJORAL · ÉTIK · ETNIES · ETXART & PANNO · EXÉ · FABIO RE · FASHION FREAX · FEIYUE · FETE · FIAT 500 BY DIESEL · FILI PLAZA · FLAMENCO · FLEUR DE SEL · FORTUNATA · FRANK 151 · FYORD · G V LINES · GANESH · GENERALITAT DE CATALUNYA · GLAMOUR GO MAGAZINE · GOOD2B · GRAFITTI AREA · H MAGAZINE · HEAL · HIK · HOTEL MANUFACTURE · HUBERMAN'S · IAN MOSH · IMMA COSTA INDIES · ISATO · JAGO · JAN IÚ MÉS · JAPAN RAGS · JESUS FERNANDEZ · JOKER · BRAND · JORDI LABANDA · JOSEP ABRIL · JUAN ANTONIO ÁVALOS · JUST FOR YOU · KAPALA · KARHU · KARLOTALASPALAS · KATTY XIOMARA · KONPLOTT · MIRANDA KONSTANTINIDOU · KRIZIA ROBUSTELLA · LA CAROLA · LA MARTINA · LA PANTOFOLA D'ORO · LA SEGUNDA PLANTA · LACOSTE · LAFAYETTE · LAGA · LAMONO MAGAZINE · LE TEMPS DES CERISES · LENNY AND LOYD · LES GIRLS by OSCAR LOPEZ · LITTLE MARCEL · LOIS JEANS · LOLA CASADEMUNT LONSDALE LONDON · LORENZA GANDAGLIA · L'UOMO VOGUE · MADRE MIA DEL AMOR HERMOSO · MAJESTIC · MAKU-MAKU HATS · MANUEL BOLAÑO · MARIONA GEN · MARTIN LAMOTHE · MASCARET · MASONS · MICHA KING · MILOU LUYT · MINA UK · MIQUEL SUAY · MIRIAM PONSA MISS SIDECAR · MISSING JOHNNY · MODA PIEL · MON RIBALTA · MONICA PALOMAR · MONTSE LIARTE · MORANTE · MORRISON · MTM · MONTANA · MUNICH · MY PANTS · NATALIA BAÑON · NATURAL WAVE · NEOSENS · NEW BALANCE · NEW ERA · NEW ZEALAND AUCKLAND NO BRAND · NORA IZAGIRRE · NORTH SAILS · NOTICIERO TEXTIL · NURIA AYMERICH · NYBILO · OCHO · OCI MAGAZINE · ONE INDUSTRIES OPHELIE HATS · ORION LONDON · OSSA · OZAKII LONDON · PACHA · PANINARO · PANINARA · PANTOFOLA D'ORO · PASSION SECRET · PAUL BRIAL · PENSIL Y PERSEA · PEPE JEANS · PETER COOK · PIRNIA COLLECTIONS · PLASTIC CHIC · PRIVATA · PROJETE BRESSOL PROMOPRESS · PROPHECY · PUCCA · PYAAR · QQBAGS · QUIET · RE-BAG · RED & FLY · REEBOK · RELEVANT · REVISTA MAN · RG512 · RITCHIE RIVERSIDE · ROCK AND ROSE · ROCKET DOG · ROSA MORENO · ROSALITA MCGEE · SACAGE JEANS · SALSA JEANS · SANDRINE DE MONTARD · SANTAMONICA LEGITIMATE WEAR · SAVAGE CULTURE · SHARE FEMALE · SHIRT GIGOLO · SI TÉ CORSAIRE · SINGULAR SINGULAR BARCELONA · SITA MURT · SKULLCANDY · SKY REPUBLIC · SMASH · SNEAKER FREAKER · SNEAKTIP SONGZIO · SPITFIRE · SPOOM COATS · SPORT & STREET COLLEZIONI · STEFANIA BORRAS · STILETTO · STITCH'S · STOCKMAN · STONE ISLAND · STYLE SIGHT SUPREMEBEING · SURKANA · TANTRA · TEIXIDORS · TENDENCIAS · TESS NEGRE · THE HUNDREDS · TI.O · TIM HAMILTON · TONI FRANCESC TORTUGA · TOTTO · TRAFFIC PEOPLE · TRAMANDO · TRANSIT PAR SUCH · UNO MAGAZINE · URBAN ADDICT URROBI · VANGUARD · VIENS DANS MON DRESSING · VINTAGE 55 · VOGUE · WEST COAST CHOOPERS · XRHINOX EXPEDITION · Y-DRESS? · YERSE · YO DONA · YUMI ZENSPIRIT · ZIPZ

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UK

TCP (Totally Chlorine-Free) eco-friendly printed paper



eco-friendly printed paper