

MAGIC LAUNCHES DEDICATED HOME TEXTILES AREA

SOURCE:
THE STITCH TIMES



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Debuting August 2012, SOURCING at MAGIC HOME brought the international home textiles supply chain to North America's most comprehensive sourcing show. With the launch of SOURCING at MAGIC's dedicated new space, the interior textiles and décor market has finally found a HOME. Debuting at MAGIC's August 2012 forum, SOURCING at MAGIC HOME represents a major cooperation between MAGIC, the industry's foremost fashion trade event, and China Foreign Trade Guangzhou Exhibition General Corp. (CFTE), one of China's major exhibition organizations.



The designer poses with the models

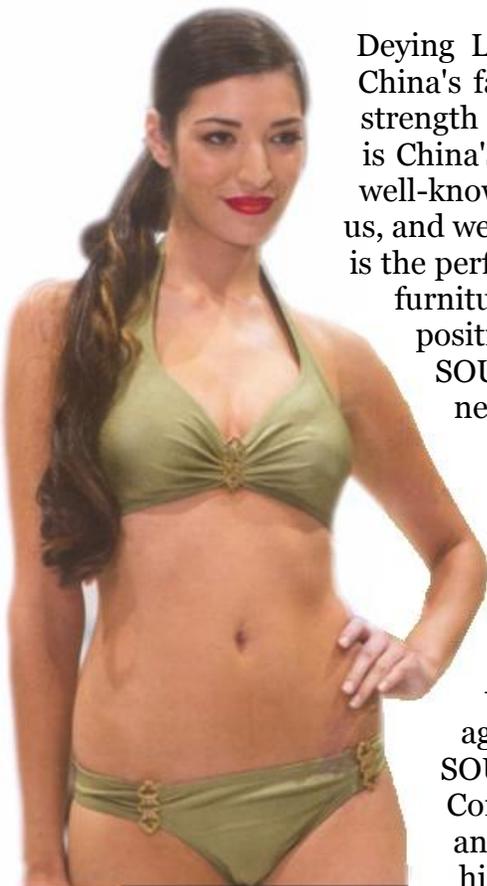
This exciting initiative will unite the fashion and home communities to address North America's mounting demand for manufactured home goods and textiles. Situated at the heart of SOURCING at MAGIC, the alliance will feature fabrics, materials and components for home application (bed, bath and kitchen linens, towels, window treatments, rugs and accessories) - providing sourcing professionals with direct access to hundreds of premier domestic and international manufacturers.

SOURCING at MAGIC HOME also exposed home textile exhibitors to the unmatched purchasing potential of more than 10,000 attendees, via a powerful roster of buying teams that included the top retailers in home textiles.

According to SOURCING at MAGIC Vice President, Karalynn Sprouse, "SOURCING at MAGIC HOME builds on the sourcing expertise of MAGIC and showcased both the broad base of Chinese manufacturers CFTE brings, as well as contract and original design manufacturers, component suppliers, and service providers from the global home textiles community as a whole. We're excited because SOURCING at MAGIC HOME is really an opportunity to unite this segment of the sourcing market in one central location ... In this dedicated space, resources from countries including the U.S., China, Bangladesh and India - to name just a few - can connect with MAGICs thousands of sourcing executives, designers, product development teams, private label retailers and buyers, and other purchasing agents."



A closer look at something that a buyer likes



Deying Li, General Manager of CFTE who has worked for China's famous Canton Fair for over 20 years, mentions the strength of the collaboration as a key advantage. "Canton Fair is China's biggest trade fair, and MAGIC is the largest, most well-known fashion tradeshow in the U.S.," he notes. "So for us, and we believe for attendees, SOURCING at MAGIC HOME is the perfect marriage." With CFTE's influence in the Chinese furniture and decor markets, combined with MAGIC's position as an unparalleled connection platform, SOURCING at MAGIC HOME is poised to meet the needs of the new international supply chain.

SOURCING AT MAGIC LEADS 'MADE IN AMERICAS' INITIATIVE

U.S. Trade Officials and Mayor of Los Angeles participated with the fashion industry at the forefront of the Obama administration's initiative to support both U.S. manufacturing and trade agreements within the Western hemisphere, SOURCING at MAGIC and the U.S. Department of Commerce hosted the second annual Americas Pavilion and Summit. "Sourcing in the Americas" which highlighted the United States and Western

Hemisphere supply chain network. Returning to the show for a second year to discuss key issues ranging from trade to manufacturing, were Obama Administration official Francisco Sanchez, Commerce Under Secretary for International Trade, Commerce Deputy Assistant Secretary for Textiles and Apparel, Kim Glas, and Gail Strickler, Assistant United States Trade Representative for Textiles and Apparel.

Los Angeles Mayor Antonio Villaraigosa also in attendance to launch a "Made in Los Angeles" Pavilion. The Pavilion showcased Los Angeles' thriving apparel manufacturing sector--the largest manufacturing sector in the LA region. LA apparel manufacturers support over 48,000 jobs in an industry that generates \$13 billion in revenue for the region. The City of Los Angeles has made it a top priority to keep and attract them through local policy initiatives.

"Building on the huge success we had last year, we felt it critical to return with another Americas Pavilion and Summit to highlight Made in' America products," said Under Secretary Sanchez. "As the largest textile and apparel event of its kind, this forum provides American businesses with a unique opportunity to highlight Made in America products to a global audience."



Magic is truly dedicated to home textiles too



Selling products is not all that 100% serious business

"The fashion supply chain has become as important to the consumer and industry as design. Where and how products are made effect jobs, impact the environment and influence the perception of a brand," said Tom Florio, CEO of Advanstar Fashion Group.

"Made in the Americas" was the central theme of several key sessions of SOURCING at MAGIC's educational seminar series, including:

Made in the U.S.A. - Options and Strategies for Sourcing Apparel and Home Furnishings



Models on the ramp

With opening remarks by Los Angeles Mayor Antonio Villaraigosa - panelists discussed how apparel brands and retailers are re-thinking their sourcing strategies to include a broader range of products made in the USA. Panelists included Nanette Lepore, New Balance, Brooks Brothers, Karen Kane and Francisco Sanchez, Under Secretary of Commerce for International Trade.

Closer to Home: Sourcing in the Americas

Insights for apparel and footwear sourcing executives, including the advantages of pairing U.S. production with Central and South American materials, world-class operational examples and accessing duty-free trade benefits via CAFTA, NAFTA and free trade agreements with Colombia, Peru and Chile were provided by panelists from JC Penny and Lanier/Oxford. SOURCING at MAGIC also continues to provide resources and opportunities unparalleled in a domestic and international scope via its complete series of educational seminars.

Apparel Magazine's 6th Annual Sourcing Summit

An exclusive analysis recounts the findings from Apparel Magazine's annual survey of sourcing executives conducted in conjunction with Kurt Salmon -- outlining trends in global sourcing, criteria for factory/ country selection and other new strategies and innovations impacting the global apparel supply chain.

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