

ANALYSIS

7TH EDITION

SPINEXPO™ NEW YORK 21-22-23 JULY 2015

BROOKLYN EXPO CENTER, GREENPOINT, BROOKLYN – NEW YORK



This was the first session of SPINEXPO™ New York to take place at the trendy Brooklyn Expo Center in Greenpoint, Brooklyn and the challenge was to see if the designers and sourcing managers from the Big Apple would take the time to spend 15 minutes in the subway to discover -at home, in their own backyard- the collections of the most important yarn and knitwear suppliers coming from 14 countries.

They came! SPINEXPO™ New York registered 1,422 visitors coming mostly from New York and the surrounding areas, but also from more than 20 countries with 13 visitors from South and Central America, Canada –a major increase of visitors from this country with 35 visitors - but also from Europe with 42 visitors, Asia with 35 visitors from Hong Kong and 16 from Japan.

Despite the usual initial reserve from visitors when one changes venue, the comments received was that it was easier than expected to get to the venue and that the show offered a much better presentation with the natural light and ambiance very uplifting. The space allowed for more trends than ever presented in New York, a better distribution of stands and a more professional set up that can only be put together in a real venue suited for trade exhibitions. New York is one of the only major international cities that do not offer anything correct when it comes to exhibition space. Choosing Greenpoint was not an accident: very much like Soho a long time ago, this is a very creative area that offers a hub of unique new shops and stylists, and we believe that it is the place to be for SPINEXPO™.



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The venue was not fully constructed at the time of the exhibition and the show organisers needed to build a tent in the parking lot, which will not be necessary from now on with the new additional hall within the venue that will be dedicated to hospitality and trends during the upcoming sessions. SPINEXPO™ will limit the number of exhibitors in the occupancy of the hall, and will screen further who will exhibit to provide a more exquisite and diversified offer of companies that are already well established in the USA.

The exhibition hosted 98 exhibitors during this session, with a large number of knitwear manufacturers, looking to expand their clientele at a moment where there is a crisis of this sector in Asia. Unfortunately, the situation of a number of brands in the USA faces the same issue with a lot of re-structuring. The mood was not about finding new potential suppliers, but rather sticking with those who are already well established and offer quality products and service.

Overall, the exhibition offered good results for those who prepared their appointments and previously offered the adequate service and follow up to their clients. The visitors coming to the show were among the best brands in the USA and Europe, and the total visitors reached 1,422 compared to 1,392 for the previous session. New York visitors increased slightly from 963 in the 2014 session to 1,042; visitors from outside New York were down from 290 to 227 this session, and Europe showed an increase of 20%.

SPINEXPO™ presented three major trend areas this session with a focus on activewear in a specific area entitled SPINACTIVE, dedicated to active garments and swatches targeting this sector, made possible by the cooperation with the circular machine manufacturer Santoni China and designer Eva de Laat. The central part, SPINEXPLORE focused on swatches and banners displayed by colour ambiances under the heading of Sophie Steller; the front part of the venue hosted SPINEXCLUSIVE, the more "couture" part of the trends, worked in partnership between a specific spinner, a stylist and a knitwear manufacturer. 6 Stylists and 12 spinning companies participated in this presentation.



www.spinexpo.com

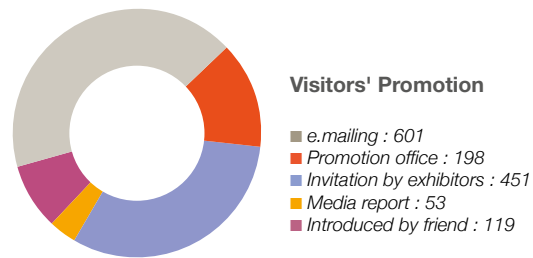
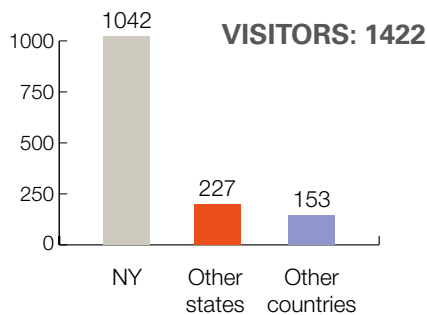


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VISITORS BY OUTLET

Visitors by outlet	Registered	
Department stores/retailers	110	7.8%
Trading Company (garments)	65	4.6%
Trading Company (Yarns)	32	2.3%
Garments Mfrs	319	22.5%
Knitwear Mfrs	487	34.3%
Spinners	28	2%
Sourcing Office	102	7.2%
Design Office	672	47.3%
Press	5	0.3%

VISITORS BY PRODUCTS

Visitors by products	Registered	
Flat Bed knit (sweater)	1 119	78.7%
Knitted fabrics (outwear)	437	30.8%
Knitted fabrics (underwear)	147	10.4%
Circular knit (jersey)	143	10.1%
Weaving (clothing fabrics)	315	22.2%
Weaving (home textile)	106	7.5%
Socks/gloves/hats	159	11.2%
Lace/ribbons/embroidery	93	6.6%
Technical end-uses	98	6.9%

*Categories are more than 100% due to multiple replies

SAVE THE DATES

The next session will take place once again at the Brooklyn Expo Center in Greenpoint, Brooklyn 19-20-21 July 2016.

SPINEXPO™ has also analysed the need of having a correct exhibition in Europe and chose Paris for this purpose. SPINEXPO™ Paris will take place 6 & 7 July 2016 at the Cité de la Mode in central Paris.

The next sessions of SPINEXPO Shanghai will take place 1-2-3 September 2015 and 1-2-3 March 2016.

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