



co-located at the **california** market center los angeles, ca

FOR IMMEDIATE RELEASE

Press contacts:

Deborah Levine

P: 213.630.3616

E: dlevine@californiamarketcenter.com

Suzanne Pruitt

P: 678.285.0307

E: Suzanne@marshmeadowsmarketing.com

LA International Textile Show, Material World & Technology Solutions to Co-Locate in Fall 2009

Industry's largest, longest running textile, sourcing, sewn products supply chain events come together to create unrivaled, one-stop marketplace in LA's California Market Center

LOS ANGELES (March 6, 2009) – The California Market Center (CMC) and Urban Expositions have announced plans to co-locate and co-promote their textile industry and comprehensive fashion supply chain events beginning in the fall of 2009. Bringing the **LA International Textile Show** together with **Material World & Technology Solutions** from September 30 – October 2, 2009 at the CMC in Los Angeles, the co-location creates the industry's largest, most comprehensive marketplace for apparel and home furnishing textiles, sourcing, global fashion production and supply chain resources on the west coast.

Hosted by the California Market Center since 1993, the LA International Textile Show is Los Angeles' original and primary textile and design trade show. Now celebrating its 10th anniversary, Material World & Technology Solutions, official events of the American Apparel & Footwear Association (AAFA), have established a solid reputation as the industry's premier global fashion production, supply chain and technology events. Following the fall 2009 edition, the co-located events will assume a semi-annual fall and spring date pattern for 2010 and beyond.

"Last year we announced plans to launch a 2009 West Coast edition of Material World and Technology Solutions in direct response to feedback from our exhibiting companies and other industry members," explains Tim von Gal, partner of Urban Expositions and president of Material World & Technology Solutions. "When the opportunity arose to co-locate with such a well-established, successful event as the LA International Textile Show, the list of benefits to the industry could not be ignored. By teaming up, we eliminate market confusion and bring together an unprecedented international product and service resource that promises to become the must-attend event for the sewn products industry."

"The LA international Textile Show's success is grounded in the fact that we cater to the needs of designers by focusing on fashion fabrics and trims" explains Joanne Lee, Senior Vice President of the CMC. "The exhibit categories and geographic audience targets of Material World and Technology Solutions provide the perfect complement to our show offerings. By co-locating, we'll maintain the fashion-focused show experience we're known for, while growing the offerings in our current categories and dramatically expanding new ones like home furnishings fabrics, Information Technology, equipment and machinery."

"The cooperation spurred by the co-location of these two outstanding exhibitions bolsters our mutual missions of being innovative and remaining competitive," adds American Apparel & Footwear Association President and CEO, Kevin M. Burke. "The fashion world is driven as much by business sense as it is fashion sense. By making our Material World and Technology Solutions conferences and the LA International Textile Show a one-stop event, we will revolutionize our approach and our industry will be made stronger."

(MORE)

EXHIBITOR BASE

The co-location brings a tremendous and diverse selection together:

The LA International Textile Show brings together a tremendous selection of over 250 leading mills and agents from the US, Europe, Asia, South America and other countries showcasing their latest introductions and innovations in the CMC Penthouse, Floor 13 and in permanent textile and trim showrooms on floors 6B and 7A & B. The selection includes a wide array of textile, trim and service provider offerings in 7 key style categories: Fancy, Tailored, Casual, Innovation, Interiors, Trims, Design & Direction.

Material World & Technology Solutions will feature more than 300 booths of companies housed in the CMC's Fashion Theater, Exhibit Hall and newly created exhibition space on Floor 12C. Bringing together US domestic and regional providers from throughout the Americas, Caribbean, Africa and Asia, the Material World & Technology Solutions exhibitor base will include fabric and trimming suppliers, garment manufacturers, IT solutions, equipment and machinery.

ATTENDEE AUDIENCE

Independently, these events already attract key decision-makers ranging from presidents and manufacturing vice presidents to designers, manufacturers, purchasing agents, branded apparel companies and retailers. Together, these three events will give established attendees, as well as prospective new attendees, even more reasons to shop this expansive one-stop resource.

In addition, both events are backed by significant industry association support and endorsements. The LA International Textile Show partners include the California Fashion Association (CFA), Fashion Group International (FGI), Fashion Business Inc. (FBI), FIDM Alumni Association, and KAMA. As official events of the American Apparel & Footwear Association (AAFA), Material World & Technology Solutions are endorsed by the American Apparel Producers Network (AAPN), CFA, National Council of Textile Organizations (NCTO), National Textile Association (NTA) and Canadian Apparel Federation.

"The California Fashion Association (CFA) is delighted that Material World and the California Market Center (CMC) have agreed to co-locate and co-promote an in-depth sourcing 'experience' for the September 30 – October 2, 2009 'textile week'. Material World brings a successful history of textile show production to Los Angeles; the industry will certainly benefit from the breadth of international exhibitors and the diversity of products and services available at the CMC," said Ilse Metchek, president, CFA.

EXPANDED EDUCATION, TREND RESOURCES

CMC and Urban Expositions will work together to co-promote the three exhibitions. As part of the co-promotional efforts, the two organizations will offer a coordinated, expanded educational conference providing even more of the business, fashion, color and trend presentations that their exhibitions are known for. In addition, the three exhibitions will also feature a jointly-produced Trend Pavilion highlighting up- and-coming fabrics, textures and color forecasts. A number of networking and social events will also be part of the promotional line-up.

FAST FACTS

DATES:

Wednesday, September 30 – Friday, October 2, 2009

HOURS:

Wednesday and Thursday, 9 a.m. – 5 p.m.

Friday, 9 a.m. – 4 p.m.

LOCATION:

California Market Center, 110 East Ninth Street, Los Angeles, CA 90079

MORE INFO:

For more information on the **LA International Textile Show**, visit www.californiamarketcenter.com, email info@californiamarketcenter.com or call 213-630-3600

For information on Material World and Technology Solutions, visit www.material-world.com, email: mwinfo@urbanexpositions.com

###