

Source
FASHION



The gateway to the UK fashion industry

18-20 FEBRUARY 2024 | OLYMPIA LONDON

source-fashion.com

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Europe's newest
responsible
sourcing show.





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Make sure to stay connected!

 @sourcefashionshow

 Source Fashion

Introducing Source Fashion

Europe's newest sustainable sourcing show. Source Fashion unites responsible manufacturers from around the world with high-quality fashion buyers looking for the most sustainable way to source. Held in one exciting destination, Olympia London.



“

Source Fashion brings together the best responsible manufacturers at a time when the European buying community are looking to buy better and reignite relationships with manufacturers and suppliers. There has never been a better time to access UK retail and Source Fashion is the perfect platform to help you do just that. ”

Suzanne

Suzanne Ellingham,
Sourcing Director



HANNON L PEARSON



Who can you expect to meet at Source Fashion?
Source Fashion is designed to bring together the entire retail decision-making team. It is a place where designers can come to gather inspiration, sourcing directors can discuss supply chain directly with manufacturers, and technologists can see first-hand the quality of the materials.

We see lots of high-profile retailers and brands bringing large teams to the show. For Source Fashion in July 2023, this included:

John Lewis

Fashion Category Sourcing
Manager | Global Sourcing Manager
Category Lead | Sourcing Manager

Sainsbury's

Fabric Development Technologist
Fabric Manager | Garment
Technologist | Senior Designer

ASOS

Sourcing Administrator x2 |
Junior Sustainable Partner |
Sourcing and Packaging Assistant

FatFace

Menswear Designer | Head
of Design | Quality Manager |
Womenswear Buyer |
Assistant Garment Technologist



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Buying Directors

Buying Directors / Buyers look at the buying strategy and are responsible for point of purchase plans.

Head of Procurement / Sourcing Directors

Head of Procurement / Sourcing Directors manage the direct purchase of the goods and finds specific resources at the best prices.

Responsible/ Ethical Sourcing

The Responsible / Ethical Sourcing role surrounds auditing suppliers and ensuring there is no slavery in the supply chain.

Sustainability Directors

Sustainability Directors look after the overall environmental imprint of the company with oversight on all operations.

Designers

Designers are often in-house creatives who work alongside buyers to specify the product look.

Production Managers

Production Managers have accountability over new manufacturing partners and ensuring production is on time for delivery.

Technologists

Technologists oversee quality control; they ensure products are safe and fit for purpose by checking certifications and testing.

Each one of these job roles will play a key part in the decision-making process, and by building relationships with as many of these titles as possible, you will increase your chances of new business and speed up the sales process.



Our Visitors

Source Fashion attracts some of the largest UK brands and retailers to the show. For July 2023 this included:

ASOS

BURBERRY

Barbour

FATFACE

FILA

HACKETT
LONDON

H&M

JAGUAR

John Lewis

JoJo Maman Bébé

joules

LIPSY
LONDON

LULU
GUINNESS

LYLE & SCOTT

Monsoon

MOUNTAIN
WAREHOUSE

M&S

PERRY ELLIS

PRADA

PRIMARK

Sainsbury's

SELFRIDGES & CO

STITCH FIX

Vivienne
Westwood



Why do our visitors attend Source Fashion?

“

The show has been great, there are so many exhibitors and products to discover. To have everything in one place here in London, covering all the product categories from different territories is exactly what we want.

”

Lulu Guinness,

Vito D'Antoni, Product Developer and Production Manager

“

We source from a variety of places, predominantly from India, Sri Lanka, Bangladesh. But I also had interesting conversations with new emerging markets. I've told the rest of my team about Source Fashion so there will be more sourcing partners coming to visit the next show.

”

John Lewis,

Jean-Pierre Aguis, Fashion Category Sourcing Manager



A snapshot

Since our SS22 show, our visitor registration and attendance numbers have grown significantly:



+58.4%

increase on overall
footfall YOY



+71.6%

increase in
registrations YOY

120

exhibitors at Source
Fashion SS22

320

exhibitors at Source
Fashion SS23



Stats from July 2023



71%

of the UK's top 30 retailers and brands who registered for Source Fashion tickets also attended the show



86%

had a top-tier job title

(Business owner/Senior Manager/
Head of Department)



76%

of registrants had sole or joint purchasing power



4,023

was our total
footfall number

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What this means:

- Source Fashion is the UK's fastest-growing fashion trade event and is quickly becoming the largest responsible sourcing show in Europe.
-
- Source Fashion attracts a wide variety of UK retailers and brands who are actively looking to source from responsible businesses.
-
- These attendees are key decision makers, signifying the quality of the Source Fashion visitors.
-
- Organisations are bringing a team of people to the show, many with purchasing power, highlighting that they are in the market for new suppliers & manufacturers.
-
- There is huge demand from UK businesses to find new suppliers and manufacturers to responsibly source from.
-
- We predict to grow by another 25% for February, and becoming our standalone show will make us the "must-attend" fashion sourcing event in Europe.



“

Source Fashion is an incredible show for me, I have come three times in a row now and still find new customers, the people I have met at previous shows also come back every year and keep on buying from me. I have met clients such as wholesalers, designer brands, boutiques, and more! ”

Narendra Bubna, Director, Only For U Designs Ltd

“

I like being able to speak to people in person at Source Fashion, having a face-to-face conversation really allows you to build relationships and connections. Typically, we get really good customers through the door here, I've done very well exhibiting at every show so far, so it was a no-brainer to come and exhibit again.

Rahul Gokani, Director Amplebox ”



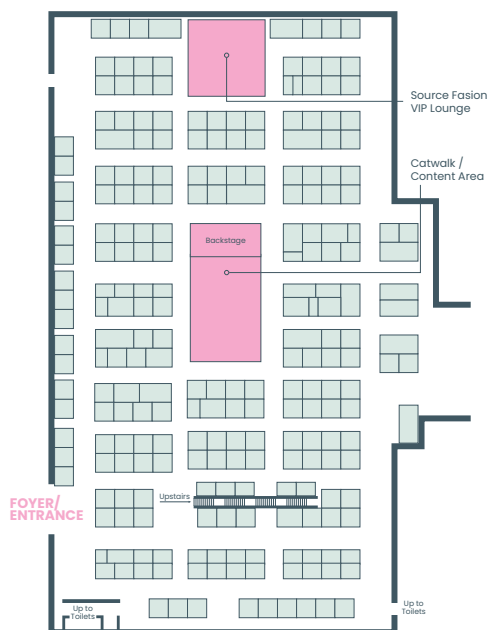


Floorplan

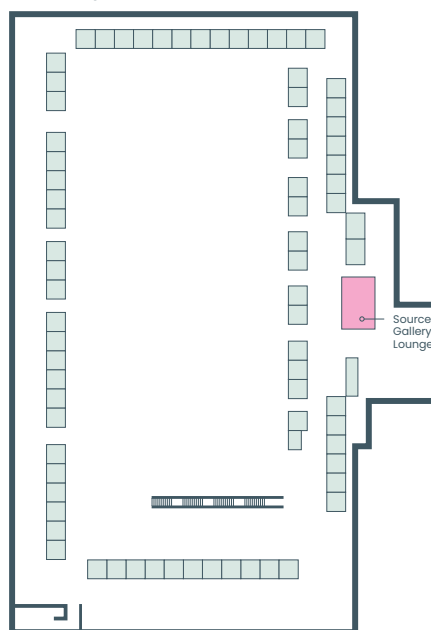
Key changes for February 2024

- The catwalk and seminar stage will be the centre of the show floor in February 2024
- We have opened up the gallery in the National Hall for extra exhibitor space, which will also host a bar area

Main Floor



Balcony







Sectors

Source Fashion exhibitors fall under 9 main sectors, all of which are required to have a recent SEDEX audit or alternative recognisable audit institution, to ensure visitors peace of mind that all suppliers have responsibility & transparency at the core of their business model.

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Yarns



Trims & Fixtures



**Technology &
Design Services**



Packaging



**Garment
Manufacturers**



Fabrics



Accessories



Footwear



Apparel



The Source Catwalk

Catwalk

The Source Catwalk is a huge attraction at Source Fashion, where visitors come to take inspiration from garments on display. Having garments displayed on the catwalk is a fantastic opportunity to show your collections on a unique platform and gain extra exposure.

Exhibitors at Source Fashion can sponsor a catwalk scene, guaranteeing their work to be showcased on the stage.

Alternatively, exhibitors are invited to apply to showcase their samples for free in our trend scenes, and our catwalk stylist will shortlist the best garments that fit within the trend theme.

To have the chance to enter we ask all exhibitors who require their fabrics to be made into garments to submit by 1st December. All exhibitors with complete garments can submit by 16th December.

Sponsorship opportunities

There is a wide range of different sponsorship opportunities our exhibitors can also take part in at an extra cost, to get involved please speak to your account manager or email **exhibitor@source-fashion.com**

Headline Sponsor – £40,000

Pre-event

Headline Sponsor branding appearing alongside all relevant event promotion in the run-up to the show;

- > Email promotion campaigns
- > Social Media posts
- > 1 x solus email welcome to all attendees 1 month before the show
- > Sponsor interview published on event website, amplified across digital & social feeds

During event

- > Inclusion in all relevant social media comms during the event
- > High-level branding at key positions at the venue, including on the catwalk / theatre stage set
- > Premium speaking slot on the programme (day 1) & representation on appropriate panel during the show
- > Premium exhibition space (18 sqm) in a high-traffic area of the exhibition
- > Sponsored networking drinks at the end of day on the Source Fashion stage
- > Logo branding prominently featured on front cover of show guide
- > DPS advert in show guide
- > Enhanced exhibitor listing in the show guide

Post event

Headline Sponsor branding appearing alongside all relevant post-event comms;

- > Inclusion in Thank You / round up email
- > Social Media post
- > 1 x solus email to all attendees post show



VIP Buyer Lounge Sponsor – £15,000

- › Exclusive branding of the VIP lounge, a high-profile feature in the centre of the show for high level buyers
- › High visibility signage within the Lounge, and on all relevant signage at the venue
- › Display furniture made available in the lounge to display sponsor literature
- › Logo branding on all VIP badges given to visitors on arrival
- › Branded coffee cups / holders & coasters
- › Branding on refreshment kiosks
- › Branding on hoardings displayed internally / externally around the perimeter of the lounge
- › 'Happy Hour' drinks reception taking place during one afternoon of the show
- › 5 min welcome address from sponsor
- › Opportunity for sponsor representatives to attend the happy hour drinks, and network with prospective clients

Catwalk & Stage Sponsor – £12,000

- › High profile branding on the catwalk / stage set
- › Including: on fringe around the bottom of catwalk
- › All digital signage during the catwalk / talks
- › Logo branding included on physical show guide given out to all visitors to Source Fashion
- › Plus the online version of the seminar agenda as soon as live on event website
- › Tagged on all relevant email / social posts promoting the catwalk / theatre

Catwalk Inclusion – £2,000

- > Opportunity to display samples on 8 x live catwalks throughout the event
- > We will dress models in the products, and the sponsor will own a whole scene during each catwalk show
- > Sponsor branding & stand number will be displayed on high-visibility digital signage at the catwalk
- > Catwalk sponsors branding included in the show guide promoting their participation

Sponsored Speaking Slot – £2,500

- > Opportunity to demonstrate thought leadership & industry expertise
- > Content to be confirmed in collaboration with the Source Fashion team
- > 30 mins speaking slot delivered with a client to create a case study format
- > Sponsor branding in the show guide

Lanyard & Badge Sponsorship – £5,000

- > Sponsor-branded lanyards given to all visitors during the show
- > Optional QR code linking to Sponsor content
- > Logo branding included on all badges (non-VIP)

Source Fashion show guide advertising

- > Full Page Advert – **£1,000**
- > Premium Full Page (Inside Front Cover, Inside Back Cover, Outside Back Cover) – **£1,500**
- > Double Page Spread Adverts – **£1,750**
- > Advertorial – **£2,000**




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Secure your place at Source Fashion
and get in touch with the team at
exhibitor@source-fashion.com
to talk through your exhibitor options.

