Rising Designer Wholesales Zone

- Featuring talented rising designers from Hong Kong, Taiwan and overseas
- Enable online transaction using the Global Sources Fashion site
Show statistics

The 2018 fall show attracted

11,258 buyers from 112 countries

+13.7% attendees YOY

1,400 booths

Business types

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trading company</td>
<td>17.4%</td>
</tr>
<tr>
<td>Buying office</td>
<td>12.2%</td>
</tr>
<tr>
<td>Retailer</td>
<td>10.2%</td>
</tr>
<tr>
<td>Importer</td>
<td>10.1%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>9.9%</td>
</tr>
<tr>
<td>Exporter</td>
<td>7.3%</td>
</tr>
<tr>
<td>Online seller</td>
<td>7.0%</td>
</tr>
<tr>
<td>Wholesaler</td>
<td>5.2%</td>
</tr>
<tr>
<td>Agent</td>
<td>4.3%</td>
</tr>
<tr>
<td>Distributor</td>
<td>3.8%</td>
</tr>
<tr>
<td>Consultant</td>
<td>3.7%</td>
</tr>
<tr>
<td>Other</td>
<td>9.0%</td>
</tr>
</tbody>
</table>

Buyer survey results

In order to learn more about buyers’ sourcing habits and major trends in the global fashion industry, Global Sources surveyed high-quality trade show buyers at the Fashion show.

- 96% highly recommend Global Sources Fashion
- 91% place orders at the show or within 3 months after the show
- 72% visit websites of Global Sources for follow-up information after the show visit
- 60% preview products and suppliers’ information before the show

*Source: Global Sources Fashion 2018 fall show buyer survey report

Buyer and supplier testimonials

“We visited Global Sources Fashion many times and we have found a number of partners. I think the VIP buyer matching service is highly effective. Global Sources pre-screens the suppliers for us so that we don’t need to visit a large number of booths by ourselves.”

—Ed Hu, General sourcing manager, OTTO

“I meet more precise buyers at Global Sources Fashion compared to other tradeshows. Instead of wasting time screening buyers who are not our match, we have more time to serve our target buyers.”

—Xie Bin, General manager
Xiamen D Power Garment Co. Ltd

Top verified buyers include:

- Coppel
- Fiesta Souvenirs
- Isetan Singapore
- LCX
- Matalan Retail Ltd
- Maz Accessories
- Skinnydip London
- SM Retails
- WHSmith (Asia) Ltd
- Zalora
- JD.com
- AEON Retail Co Ltd
- Brandroom
- D-Mop
- Karimadon Fashion
- Lane Crawford
- Parkson Retail Group
- DFS Group
- City Super Ltd
- Koton
- Sincere

*Source: Global Sources Fashion 2018 fall show buyer survey report
Booth design

Example

Items

1

2

3

4

5

Graphic provided by exhibitor

Carpet 0916

Company Name

Company Name

Country | Booth No.

Floor Sticker

Fascia Graphic

Legend

- 0.75m H System Counter w/ Lockable Cabinet
- Black Leather Chair
- 300W Flood Light
- Waste Paper Bin
- Carpet 0916