



AUTUMN FAIR
INTERNATIONAL

4-7 September 2011
Hall 1 opens 3 September
NEC Birmingham UK

June 2011

Brand Boulevard to define Fashion Jewellery & Accessories at Autumn Fair International

Show sector is re-edited for 2011 to facilitate the buyer experience

The essential September buying season will see the return of Fashion Jewellery & Accessories to Autumn Fair International (AFI) 2011, where 250 suppliers in this sector will display their latest new products to the trade in Hall 4 of The NEC.

This is the most rapidly expanding sector of AFI, growing by 36 per cent in 2010 and attracting 55 brand new exhibitors. Companies showing at AFI for the very first time in 2011 include Jani Markel, Juzi, Funky Fish International, Sonko Imports, Boot Candy and Pappa Mama.

Show organizer Emap connect is also delighted to announce that Danish jewellery giant Pilgrim will be a major sponsor of Autumn Fair in 2011.

The Fashion Jewellery & Accessories sector at AFI has been re-edited for this year's show to further meet the demands of this fast-moving market, which will see almost

8,500 of the most prestigious names in this retail sector arrive at The NEC to source product from the show in September.

Ease of navigation is a key ingredient to ensuring a great customer experience at any exhibition, and the layout of AFI in this sector has been reorganized to facilitate this process. The new show design will include a new Brand Boulevard that is to pave the way from the Hall 4 entrance to the Fashion Accessories Catwalk, offering retailers a fantastic choice of exciting brands chosen to help boost their Christmas sales.

Adding to the buzz of the show, this year the BTAA will seek out original, innovative and eye-catching designs from exhibitors within the Fashion Jewellery & Accessories Hall to be shortlisted for their Best New Collection Award in association with Autumn Fair. The Award will put the spotlight on British brands and individual designer makers producing cutting edge travel goods, handbags and accessories to the highest standard.

Commenting as plans for this year's show start hotting up, event director Julie Driscoll said: " I am delighted to introduce a re edited fashion accessories sector into Autumn Fair International 2011. The re edit will help retailers to find products more easily and will help exhibitors to sell more. A Brand Boulevard featuring the UK's very best fashion accessories runs from the Hall 4 entrance to the Fashion Jewellery & Accessories catwalk which is back by popular demand.

"On Sunday the September 4 we will be hosting the BTAA award for best new Fashion Accessories collection, so keep your eyes peeled for the winners. I am really looking forward to the show and wish all exhibitors and retailers good luck with their preparations"

An impressive line-up of brand are already confirmed for the show, displaying a huge variety of product from purses and handbags to pashimas, belts and scarves,

including: Pilgrim, Owen Barry, Balagan, Louifrey Watches, Sea Gems, Gemini, Jackie Brazil, Mint Design, Bit Metal, Kazuri Beads and Nour London.

Balagan is also one of the key sponsors of this year's Fashion Jewellery & Accessories Catwalk, which made its debut to stunning effect at AFI 2010.

For more information visit the website: www.autumnfair.com

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Notes for Editors

- Autumn Fair International takes place on Sunday September 4 – Wednesday September 7 2011, volume hall opens one day early.
- There are nine show sectors at Autumn Fair International: Volume Gift & Home, Kitchen, Dining & Housewares, Home Interiors & Art, Design-led Gifts, Fashion Jewellery & Accessories, Greetings & Stationery, Toys & Gadgets and Gifts and Hobby & Craft.
- Autumn Fair International will feature 1600 exhibitors from 29 countries, including more than 150 overseas suppliers.
- 900 exhibitors are exclusive to Autumn Fair International this season and more than 400 are completely new to the show for 2011
- A total of 500,000 products will be presented at Autumn Fair, 60,000 of which are brand new ranges
- The ABC audited visitor numbers for Autumn Fair 2010 reached 31,340.
- 87 per cent of visiting retailers have direct purchasing power with a combined annual spend of £6 billion.