

FEBRUARY 11-13, 2020 JACOB JAVITS CENTER, NYC

ELEVATED CONTEMPORARY APPAREL

# COTERIE

ACCESSORIES AND FOOTWEAR

[COTERIEFASHIONEVENTS.COM](https://coteriefashionevents.com)

[@COTERIE\\_SHOW](https://twitter.com/COTERIE_SHOW)

[#COTERIE](https://twitter.com/COTERIE)







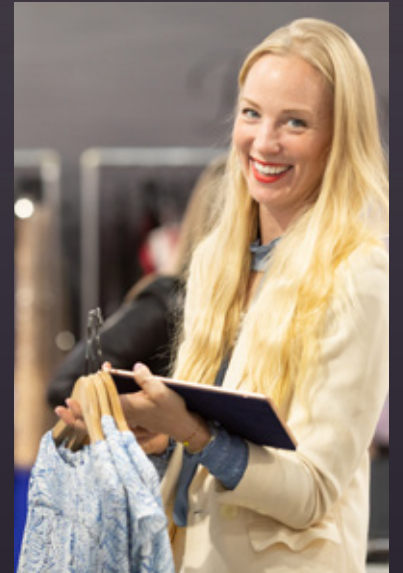
## CONNECTING THE FASHION COMMUNITY FOR OVER 30 YEARS.

**COTERIE debuted at the Plaza Hotel in 1986 as an intimate gathering of brands and buyers. Since then, the industry has evolved tremendously, and so has our show.**

Still focused on cultivating an engaging and business-driven environment, we have incorporated new focus areas to diversify our brand mix and expand the options for our retailers. We travel extensively and use social media to shine light on new global finds that might otherwise remain untapped. We've also added educational seminars and launched a mobile app for connection and discovery.

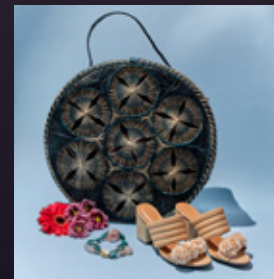
But one thing that hasn't changed is the power of genuine, face-to-face connection, and our important role in fueling fashion commerce—we look forward to providing this important platform for many years to come.





# THE ENERGY

Bustling and productive, COTERIE is a community-oriented platform that connects brands and buyers in an organized, order-driven space.





# ABOUT

## A TRUE COMMUNITY OF BRANDS AND BUYERS,

COTERIE is the premier women's fashion event connecting a full range of established brands and contemporary designers across apparel, accessories, and footwear – all under one roof. COTERIE is a key resource for buyers prioritizing newness, while enjoying the convenience of meeting with their current vendors in the same venue.

## BENEFITS OF EXHIBITING AT COTERIE:

- Meet with buyers from top U.S. specialty stores, online and department stores
- Strength in numbers: show in New York market's key venue
- Access to networking events and education programs
- Inclusion in the COTERIE Mobile App, via brand listing that remains live until the next show
- Potential to be featured in product-driven content via social, digital or print channels





## TOP 50 RETAILERS

Anthropologie	Dillards	Joan Shepp	Shopbop
B Barnett	Directives West	Julian Gold	South Moon Under
Balliets	Doneger Group	Kilgore Trout	Stitchfix.com
Bandier	Elements	Knit Wit	The Outnet
Barbara Jean	Elizabeth Anthony	Macy's	Tootsies
Bloomingdale's	Everything But Water	Marios	Uniquities
Boyds Philadelphia	Finicky Filly	Marissa Collections	Urban Outfitters
Carbon38	Four Seasons Resorts	Neiman Marcus	Wendy Foster
Caruso Caruso	Frances Kahn	Nordstrom	Westside
Century21	Gus Mayer of Alabama	Opening Ceremony	Zappos.com
Coedition	Gwynn's of Mt Pleasant	Otte	
Coplon's	Hall's	Rent The Runway	
Details De Luxe	Hemline	Saks Fifth Avenue	

## TOP 20 INTERNATIONAL RETAILERS

Al Tayer Insignia	Harvey Nichols Hong Kong	Saks Fifth Avenue Dubai
ASOS	Holf Renfrew	Ships
Baycrews	La Maison Simons	Takashimaya
Beams	Leone	Tomorrowland
Bloom	Liverpool Department Stores	Tuchuzy
El Palacio De Hierro	Lotte Department Store	United Arrows
Emanuel Noa	Net-A-Porter	Vakko
Fenwick	Ron Herman Japan	Zalando

### RETAILER BREAKDOWN:

16,400+  
ATTENDEES

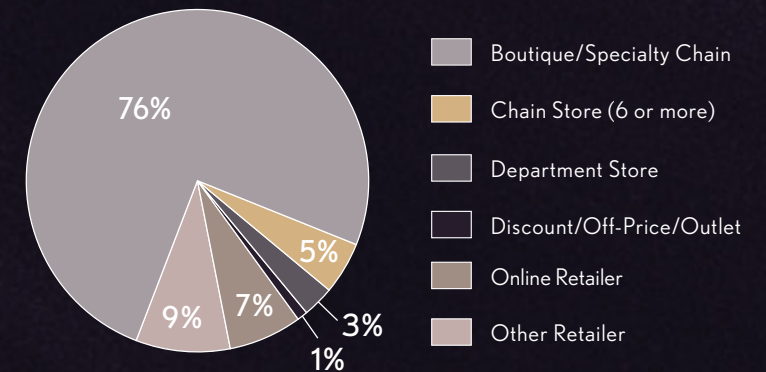
27%  
NEW BUYERS

### BUYING POWER:

46%  
ARE TOP DECISION MAKERS  
(Owners, CEOs, Presidents, VPs)

43%  
ARE SENIOR BUYERS/  
ASSOCIATE BUYERS

### STORE BREAKDOWN:



### DEMOGRAPHICS:

89%  
DOMESTIC

11%  
INTERNATIONAL

### TOP 5 STATES:

New York, New Jersey,  
Pennsylvania, Florida,  
Massachusetts

### TOP 5 COUNTRIES:

Canada, Japan,  
United Kingdom,  
Mexico, Israel



“

“We love COTERIE.

It's the best show to see the best retailers.

It really focuses on the brand alignment  
and making sure that it's a shopable  
environment for stores.”

**CHELSEA SEGALL,**  
*VP of Sales, MISA*  
BRAND

“It's a one stop marketplace

for a multitude of brands through all different  
price ranges and quality. We can find everything  
here for our younger customers to our  
older, more mature customers.”

**SOUTH MOON UNDER**  
RETAILER



# JOIN OUR COMMUNITY OF BRANDS

## KEY BRANDS

360 Cashmere | AG Adriano Goldschmied | Alo Yoga | Amur | BB Dakota |  
Bella Dahl | DL1961 | Frame | Free People | Johnny Was | Joie | Kendall + Kylie |  
Kinross | LoveShackFancy | Majestic Filatures | Max Mara | Milly | Misa |  
Mother | Nicole Miller | Rails | Rebecca Minkoff | Rebecca Taylor | Scotch & Soda |  
Show Me Your Mumu | Velvet by Graham & Spencer | Vince | WeWoreWhat | Z Supply

## CONTEMPORARY DESIGNERS

Amur | Apparis | Carolina K | Catherine Gee | Dannijo | Devotion |  
Enza Costa | Etica Denim | Gladys Tamez | Happy Sheep | Innika Choo |  
Lacausa | LNA | LoveShackFancy | M.A.B.E | Misa Los Angeles |  
Nicholas the Label | Pardens | Pat Bo | Sandrine Rose

## INTERNATIONAL LABELS

Annette Gortz | Azulu | BA & SH | Bec & Bridge | Big Park | Borsolino | Cacharel |  
Diega | Edward Archour | Farm Rio | Flynn & Skye | Ghost UK | Hermant & Nandita |  
Jacquette | Mes Demoiselles Paris | Missoni Lifestyle | Musee | OOF Wear |  
Paloma Barcelo | Poupette St. Barth | Rudsak | Serpui | Tres Almas | Van Palma | Yukio

# 1,100+

BRANDS EXHIBIT AT  
COTERIE EACH SEASON

“We love exhibiting at COTERIE because it’s a phenomenal way for us to gain exposure to retailers that we may not be aware of or who may not be aware of us. It’s a great way for stores to meet with brands in person, touch the product, meet with the sales representatives, and see what we are all about.”

**NIKKI KOUTOUFARIS,**  
*Director of Sales and Merchandising, Hutch*

“The energy, momentum, and caliber of the stores that we see at COTERIE surpasses any show we have ever done.”

**JULIE MARDER**  
*Founder and Creative Director, Sundays*



## ACCESSORIES

Fine and demi-fine jewelry, handbags, scarves, belts, and small objects.

### TOP BRAND SAMPLING:

Alexis Bittar | B-Low The Belt | Chan Luu | Dean Davidson | Deepa Gurnani | Illesteva | Jacquie Aiche | Jamin Peuch | Kendra Scott | Shashi

## DESTINATION

Swim and resort-wear for warm-weather travel.

### TOP BRAND SAMPLING:

Anna Kosturova | Azulu | Charmosa Swimwear | Delfina | Florabella | Las Noches Ibiza | My Beachy Side | Oneseason | Pared Eyewear | Yukio

## BEAUTY

Beauty and apothecary items for personal retail and wholesale.

### TOP BRAND SAMPLING:

By Lilla | Cleo & Coco | Dead Sexy by TOKYOMILK | DefineMe | Floss Gloss | Gem Water | MakeUp Eraser | PIRETTE | Touchland | Vanessa Megan

## EDIT

A sophisticated selection of Women's ready-to-wear alongside luxury designers and accessories.

### TOP BRAND SAMPLING:

Ala Von Auersperg | Big Park | Greta Constantine | Katherine Kidd | Liviana Conti | Love Binetti | Mi Jong Lee | Richard Grand | Sarah Alexandra | Seventy

## VINTAGE

Unique and luxury curations for retailers and private collectors.

### TOP BRAND SAMPLING:

Buis and Whistles | Classic Coco Handbags | Kitschtopia | Mingei Japan | Morpew | Muneca Mullins | Orlando Vintage | REBAG | Stock X | Upteam

## Footwear

Luxury Footwear for Women.

### TOP BRAND SAMPLING:

Anaki Paris | Ash | Canal Saint Martin | Chie Mihara | Cordani | Golo | Lola & Lo | Paloma Barcelo | Thierry Rabotin | Voile Blanche



# OUR INFLUENCE

We love sharing this marketplace with those who are passionate about the fashion industry—that's why we make it a point to tell you all about our happenings, and press coverage is a vital part in spreading the word.

## TOP ATTENDING PRESS:



## HAVE SOMETHING EXCITING TO SHARE?

Each season, we give brands the opportunity to submit their news for a chance to be included in our press release. Take advantage of this complimentary service to increase your exposure for potential new business and gain mass brand recognition.



COTERIE offers a variety of promotional marketing outreach efforts to get your brand in front of the buyers that matter before, during, and after the show.

## MULTIMEDIA PROMOTIONS

From emails going directly to our COTERIE buyer database, to dedicated social content reaching 40,000 followers, our digital exposure is unmatched.

## EDITORIAL CONTENT

COTERIE collaborates with guest fashion editors, top photographers and celebrity stylists to create online and print content before and during the show. Only participating brands are considered for inclusion.

## PARTNERS & SPONSORS

Maximize your brand exposure to the industry's top influencers by working with us to customize a promotional opportunity.

Contact Alexandra d'Archangelo at **Alexandra.Darchangelo@informa.com** for more information about sponsorship opportunities.





# COTERIE MOBILE APP



## THE **MUST-HAVE** MOBILE RESOURCE & BRAND DIRECTORY FOR EVERY BUYER SHOPPING **COTERIE 2020**

- Near universal buyer adoption of the COTERIE Mobile App at the Sept 2019 COTERIE
- COTERIE Mobile App replaces all printed Show Directories

NOW, MORE THAN EVER, YOUR BRAND PAGE  
IN-THE-APP MUST BE AS POWERFUL AS YOUR BRAND  
PRESENTATION ON-THE-SHOW-FLOOR

## INTRODUCING THE *ALL-NEW* ENHANCED EXHIBITOR LISTING

THE ENHANCED EXHIBITOR LISTING SIGNIFICANTLY ELEVATES  
YOUR MOBILE APP BRAND PAGE INTO A FULLY VISUAL AND  
INFORMATIONAL RESOURCE FOR BUYERS

BUYERS VIEWED “EXHIBITOR BRAND PAGES”  
**OVER 50,000X IN THE COTERIE MOBILE APP!!**

## THE ENHANCED EXHIBITOR LISTING TAKES YOUR BRAND PAGE IN THE APP TO THE *NEXT LEVEL* WITH...

- A UNIQUE AND DISTINCTIVE 4/COLOR BRAND-PAGE DESIGN
- MULTIPLE TOP-OF-PAGE “HERO”-IMAGES WITH LOGO ON CAROUSEL-ROTATION
- A DOWNLOADABLE 20-PAGE LOOK BOOK WITH PHOTO TITLE-PAGE
- A DIRECT LINK TO YOUR INSTAGRAM AND OTHER SOCIAL MEDIA
- A 200-WORD BRAND DESCRIPTION
- FULL SALES CONTACT INFORMATION & URL



# GOOD F4SHION

MOVING THE FASHION INDUSTRY  
TOWARD A MORE SUSTAINABLE  
AND CONSCIOUS FUTURE

CONSCIOUSPARTNERS



CONSCIOUSPRODUCTION



CONSCIOUSBUSINESS



CONSCIOUSKIND



[WWW.GOOD4FASHION.COM](http://WWW.GOOD4FASHION.COM)

Informa Markets is pleased to announce the launch of Good4Fashion, a partnership between the Conscious Fashion Campaign in support of the United Nations' Sustainable Development Goals. We have identified four pillars including social responsibility, responsible production, ethical practices, and eco/animal friendly practices, which speak to Informa Markets' commitment to sustainability and social responsibility as it pertains to the fashion industry.

**ARE YOU A BRAND THAT ALIGNS WITH ONE OR MORE  
OF OUR FOUR PILLARS? LET US KNOW SO YOU CAN BE  
HIGHLIGHTED IN OUR DIGITAL BUYER'S GUIDE.**

COTERIE applauds the conscious business and production practices of our participating brands and retailers. Activations and initiatives to raise awareness of the progress being made have included:

- On-site display of brands the stories of how they are addressing the UN Sustainable Development Goals
- Panel discussions with brands and sustainability experts
- Good4Fashion brand guide in the COTERIE Mobile App
- Sustainability information made available to retail development team for use in connecting buyers with brands and products that address their concerns

In working with our retailers to break down this larger than life issue and make it more accessible, COTERIE will be shining a light on a specific group of products or topic. In February 2020 COTERIE will be featuring brands incorporating recycled or upcycled fabrics. An additional layer of promotion will be available for brands submitting information regarding their use of these materials.