



Mrket

Arriving at Mrket, I met Coleman McCartan at registration and he was very helpful explaining the different sections and walked me to where the Brits were located.

In general, the show was better organized and looked clearer than in previous seasons. The “Brits in New York” promotion was in place when I arrived the first day. However, the exhibitors had mixed feelings about the show. The Brits area was not as well defined as others, the Italian area was much clearer. Some exhibitors suggested to have a different color floor or have a clear separation of space. Some of the exhibitors were confused to not be physically placed in the Brits section even though being promoted.

Alfred Sargent had a very unsuccessful show and didn't acquire any new interesting clients.

Whitehouse was complaining about the fact that they didn't receive in advance their booth number and other show information to be able to email their clients ahead of time about their location at the show. However, they seemed satisfied about the show as they thought there was a lot of potential. They felt there were not a large number of buyers but the buyers they interacted with had good potential. They were satisfied with the set up and the furnishings of the stand but unhappy with the price of a last minute requested table.

Tusting did not engage with me and I was not able to get any opinions or feedback.

Edward Green was published in the wrong section of “Brits in New York”. Her buyers had some problems to find her. She had a mixed outcomes of the show as she indicated that her orders only came from existing clients. She was randomly selected for a meeting with the organizers and set designer from Mrket about the “Brits in New York” area. They will be making another meeting in London directly and let UKFT know.

Tricker's and Tateossian were positive about the show.

Troubadour was also satisfied.

Knomo London were not sure about the choice they made to come to this trade show. They indicated a desire to develop a woman's line in the USA and wanted more information. They had some good department store meetings and hope to be able to have some orders from them. In parallel of the show, the owner of Knomo is coming every 6 weeks to develop the American market. He is very positive about the sales in general but more concerned about the show himself. He was concerned by the fact that the buyers were going directly to Tents and not stopping by Project. Between the sections of Tents and Project it was hard to discern the difference of the selections/brands/goods being offered.



Men

As usual Men NY was very well organized, the location perfect even under the bad weather we had during the show. (2 days of rain) All of the exhibitors expressed they were very happy of the contacts they made during the show, stating very interesting buyers, and nearly all the department stores came.

Garbstore stated they got really good clients.
Fred Perry as usual got a lot of orders.
Oliver Spencer and MC Overalls were positive also.

Upstairs on the second level, the exhibitors in the beginning we're more concerned about the lighting that was missing. But the same day the organizers addressed and corrected the problem.

Mantity, had some problems in the building and the arrangement of their small stand as the light was not set up correctly and because they had small accessories. But by the end of the afternoon the problem was resolved with the show organizers. They were really happy of the buyers and met a lot of the department stores. They stated they will definitely attend the show next season.

Instremt had a small problem with the spelling of their name on the sign the first day. The organizers had a new one printed out the same afternoon. They were really satisfied about the quality of the buyers even though there were not so many the second and third day of the show.