

IT'S NEW, IT'S ORIGINAL, IT'S ENERGETIC, IT'S DIRECTIONAL,
IT'S COOL, IT'S FUN, IT'S PROFESSIONAL & IT'S VIBRANT

ASIA FASHION WEEK 2005

Asia's trade event, designed by designers for the professional buyers



www.asia-fashion-week.com

8-10 NOVEMBER 2005 SINGAPORE EXPO

Asia Fashion Week (AFW) launches its unique three-in-one clothing and fashion event incorporating NEXT ASIA, BUZZ ASIA and LABELS ASIA - "the event" that will showcase collections and the talents of designers from East and West

AFW is conceived as the one-stop shop for labels and brands in "the Arena". This will provide an exciting merchandising platform for over 200 designers and branded labels alike, to connect with serious INTERNATIONAL BUYERS and GLOBAL BRANDS

AFW will present the NEXT generation of Asia's designers to an international and regional buying audience

AFW offers independent designers the stage to develop their business opportunities in a captivating and professional environment.

AFW is all about Quality not Quantity. It's all about Fashion in all its vibrant diversity

Next Asia

The Ultimate Demonstration of Creativity

Next Asia is a Tailor-Made Event that will identify Asia's NEXT Generation of Fashion Designers.

Next Asia is a showcase of a new generation of top Asian designers' creations selected by top fashion buyers.

NEXT Asia will put together an international panel of top fashion buyers such as HARRODS, HOUSE OF FRASER, MARK POWELL who will handpick Next Asia designers for an instore place in one of the leading retailers and market their collections to a global audience.

Next Asia is now open for invitations and participation. Designers who are interested to submit their collections, please contact the organiser for more details.



NEXT ASIA

BUZZ ASIA

For You to Be in The Know and Be Inspired!

Buzz Asia will offer a series of inspirational workshops and seminars on those crucial issues facing the industry today. They will be conducted by renowned leaders within the clothing and fashion industry and cover topics such as brand building, future of fashion retail, marketing strategies for contemporary and high-end fashion culture among others.

Buzz Asia offers views and perspectives from both the international and Asian fashion arena focussing on the broad issues of the needs for diversification, specialisation and selectivity.

Buzz Asia provides a unique buyers' perspective related to the business of fashion.

The Business of Fashion Brands

LABELS ASIA

Labels Asia offers a comprehensive fashion event for Global Labels and Brands alike.

Labels Asia offers a dynamic 3-day international fashion event exclusively for fashion labels, brands, designers and the Own Design Manufacturing (ODM) industry.

Labels Asia will feature the latest, innovative Spring/Summer collections from the West and East.

Labels Asia is the event that cannot be missed. It provides an ideal platform to further business opportunities for international professional buyers, manufacturers, wholesalers, importers and international media in search of success.



LABELS ASIA

Labels Asia offers an exclusive marketing platform to showcase your innovative designs to top branded buyers (such as Harrods, House of Fraser, and many more).

What Does Labels Asia Offer You ?

Labels Asia offers sourcing of franchisees & concessionaires and the opportunity to broaden distribution network.

Labels Asia offers you the chance to meet & interact with an influential and international buyer audience.

Labels Asia offers the opportunity to network & establish contacts with reputable figures from the global fashion industry, e.g. Mark Powell who tailors for top celebrities such as Jude Law, George Clooney, Mick Jagger, to name a few.

Exhibit Profiles for LABELS ASIA

- Womenswear
- Menswear
- Kids Wear
- Bridal Wear
- Accessories
- Lingerie/Swimwear
- Casual/Sportswear
- Fashion & Textile Media

Visitor Profiles for LABELS ASIA

- Independent Store Buyers
- Chain Store Buyers
- Department Store Buyers
- Distributors
- Merchandisers
- Franchisees
- Brand Name Manufacturers
- Fashion Agents

"Textile Clothing Footwear Resource Centre of Western Australia and Belmont Business Enterprise Inc are pleased to support Asia Fashion Week to showcase the talents of Australian Fashion Designers to the increasing demands from buyers and media from around the world"

Carol Halon, Manager, TCFWA and BEC

Professional Expertise

Project Director, Mr. John Rowley

John has been in the fashion business for over 20 years, having worked with top designers such as Vivienne Westwood, Paul Smith, Oswald Boateng, Bella Freud, Mark Powell, Emilio Cavellini, Sandro Pestelli and Ally Capellino. John has also specialised in launching Fashion and Clothing Exhibitions such as Moda UK & Moda Menswear UK (2002 – 2004), Moda Moscow (2002 – 2004), London Mens Fashion Week UK (1997 – 1999), The Forum (Designer Menswear Exhibition) UK 1986 – 1990.



ASIA FASHION WEEK MISS IT, MISS OUT!

Extensive Visitor Promotion Programme

Participate in AFW and take advantage of our global visitor promotion programme that includes a VIP Buyers Fly-In programme to deliver you top buyers from the international fashion markets.

AFW targets an impressive group of 5,000 international and regional buyers from Europe, US, and Asia, including top branded buyers such as Harrods and House of Fraser to name a few.

Organised by

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