

AFW2005

Spring/Summer

The Most Comprehensive
Fashion Trade
Event In Asia.

Asia Fashion Week 2005 is an exciting one-stop business and trade exhibition that provides a vital link between key players in the global fashion industry. AFW2005 unveils a unique three-in-one fashion event that showcases the stunning talents of designers from the East and West.

AFW2005 recognises the growing influence Asia and the Asia-Pacific region has on the fashion trade industry. Currently, Asia is the leading export region in apparel, contributing to about 46% of the world's total export in apparel.

At **AFW2005**, you'll experience the pulse of the fashion business and enjoy excellent trade and networking opportunities.

Don't miss this exciting series of key fashion events under **AFW2005**:

- **LABELS Asia:** This exciting exhibition brings together a vibrant mix of labels from Asia and the international fashion industry.
- **NEXT Asia:** A fabulous fashion showdown. An international panel of fashion experts will handpick the new generation of Asian designers to showcase their cutting edge creations.
- **BUZZ Asia:** A dynamic and inspiring series of seminars and forums, Buzz Asia examines crucial issues facing the fashion industry today.

About The Organisers



MS Twilight Pte Ltd

MS Twilight has successfully produced more than 400 events throughout the Asia-Pacific region. These include inspirationUK in 1999, French Fashion Furor in 2000 and milanMania in 2001. Twilight organised the inaugural Singapore Fashion Festival 2001 and this highly successful event led to the Singapore Fashion Festival 2002 and 2003. Twilight founded and produced the inaugural Mercedes Asia Fashion Week as well as the worldwide Elite Model Look 2003 International.



singex exhibitions

Singex Exhibition Pte Ltd

Singex Exhibitions Pte Ltd offers professional exhibition management services to local and international organisers and associations. It has a growing portfolio of trade and consumer events in diverse industry segments from Infocomm Technology, Maritime and Maritime Defence,

For More Information

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Asia fashion week 2005
Linking Asian Fashion With The Global Marketplace

LABELS ASIA 2005

18 - 20 August 2005 Singapore Expo Hall 2

The International Fashion Exhibition Of Labels

Spring/Summer Collections

What Is LABELS ASIA 2005?

LABELS Asia 2005, held in conjunction with **AFW2005**, is a dynamic 3-day fashion trade exhibition exclusively for fashion labels, brands, designers and the ODM (own design manufacturing) industry.

- **VIP International And Regional Buyers Fly-In Programme**

Showcase your collection to some of the most influential buyers in the fashion industry. More than 5,000 international buyers are expected at this dynamic exhibition of labels-only. Our USD 1/2 million fly-in programme includes buyers from Europe, America and Asia with participants from renowned fashion stores like Selfridges, Harrods, Lane Crawford, Saks, Bergdorf, Bloomingdales, Takashimaya, Primprompt and Galerie Lafayette.

- **Design Diversity**

Be part of the dazzling Spring/Summer collection with over 200 regional and international exhibitors. Don't miss this chance to exhibit your label in this exciting event where East meets West.

- **Franchising Opportunities**

Don't miss this opportunity to seek out franchisees for your label and take your brand name to the global market.

An Exclusive LABELS ONLY Extravaganza!

LABELS Asia 2005 offers exhibitors an exclusive marketing platform to present their innovative designs and their interpretations of current and upcoming trends to the regional and international market.

This exciting open marketplace allows exhibitors to source for franchisees and concessionaires with international and regional fashion stores plus meet and interact with an international buyer audience.

Exhibit Profile

- Women's Wear
- Men's Wear
- Corporate Wear
- Children's Wear
- Fashion Accessories
- Ready To Wear
- Casual Wear
- Lingerie
- Sports Wear
- Beach Wear
- Evening Wear
- Leather Wear Leather Wear
- Specialty Wear
- Fashion Accessories
- Handbags
- Footwear
- Costume Jewellery

Visitors! Be Part Of LABELS ASIA 2005.

Visitors to **LABELS Asia 2005** will find it a vibrant one-stop buying centre that offers amazing diversity. As a labels-only fashion exhibition, **LABELS Asia 2005** is a specialized and focused event that offers visitors a direct link to designers and manufacturers from the regional and international fashion community.

Visitor Profile

- Boutique buyers
- Brand name manufacturers
- Department store buyers
- Fashion agents
- Distributors
- Merchandisers

Discover The Fashion Hub Of The East, Singapore!

Singapore is the Asian and regional base to numerous international brands. Given its strong brand presence in Asia and its strategic location between East and West, Singapore is ideally positioned to host and present this international showcase of fashion labels.

We look forward to welcoming you as a participant in **LABELS Asia 2005** - your international gateway to global labels, brands, designers and ODM fashion markets.