

hometextiles sourcing

July 19 – 21, 2011
Javits Convention Center
New York, NY



July 2011
Post Show Review



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Home Textiles Sourcing Expo Profile

- Fair Date:** Tuesday, July 19 - Thursday, July 21, 2011
- Edition:** 2nd
- Venue:** The Javits Convention Center- Hall 1A
- Location:** New York City, NY
- Co-Organizer:** CCPIT TEX
- Supporters:** Lenzing Fibers, MFG.com Textiles, Stylesight
- Trend Partner:** Stylesight
- Exhibit Participation:** 132 Exhibitors from 9 Countries
- Co-located Events:** Texworld USA
International Apparel Sourcing Show
- Attendee Participation:** 674* from 20 countries registered specifically for the Home Textiles Sourcing Expo. Another 1,217* verified attendees from the co-located Texworld USA and International Apparel Sourcing Show also visited the Home Textiles Sourcing Expo for a total of 1,891 verified attendees.
- Conference Program:** 9 industry seminars were offered and organized by Lenzing Fibers and Stylesight.

*measured in unique visits

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Exhibitor Profile/Survey Results

Number of Exhibitors: 132 from 9 countries

International Exhibitors: 131

Domestic Exhibitors: 1

Exhibitor Pavilions/Group Organizers:

- CCPIT TEX
- Egyptian Expo and Convention Authority
- Lenzing Innovation
- KOTRA/KTTA
- The Trade Development Authority of Pakistan

Countries Represented:

- Bangladesh
- Belarus
- China
- Egypt
- India
- Korea
- Pakistan
- Spain
- USA

Exhibitor Fabrics and/or Components

Product Groups:

- Cotton
- Dobby Weaves
- Eco-Friendly
- Fire Resistant Materials
- Jacquard Weaves
- Knits
- Lace
- Leather
- Linen
- Outdoor Fabrics
- Pile Fabrics
- Polyester
- Prints/Printers
- Silk
- Silk Look
- Synthetics
- Trims
- Vinyl
- Wool
- Man-Made Cellulosics

Exhibitor Finished Product Groups:

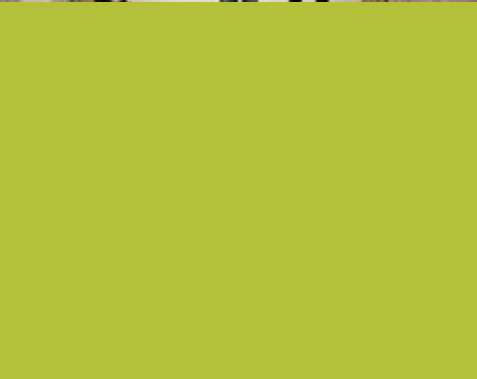
- Bath
- Bed
- Floor Coverings
- Kitchen
- Outdoor
- Pillows
- Tabletop
- Upholstery
- Wall Coverings
- Window Coverings

*Source: Home Textiles Sourcing Expo
July 2011 Exhibitor Survey

40% of exhibitors received orders of \$500,000 and up during the event. The average volume of orders was \$797,000.*



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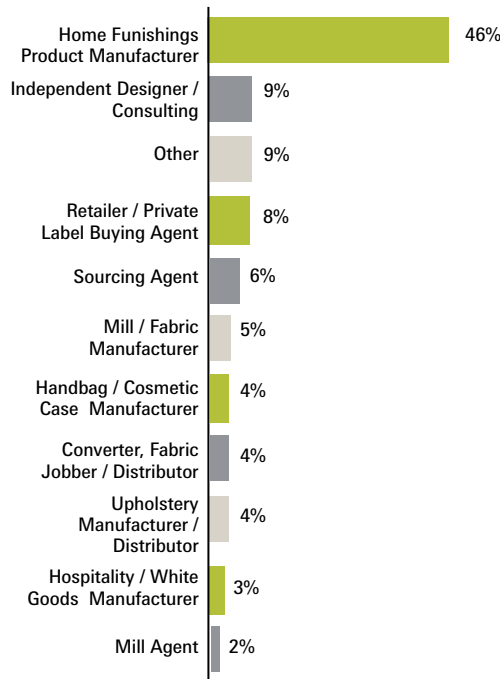
Attendee Profile/Survey Feedback

Number of Attendees: 1,891

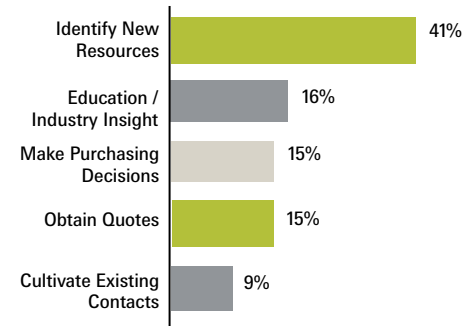
Domestic Attendees: 91%
International Attendees: 9%

Attendee Demographics:

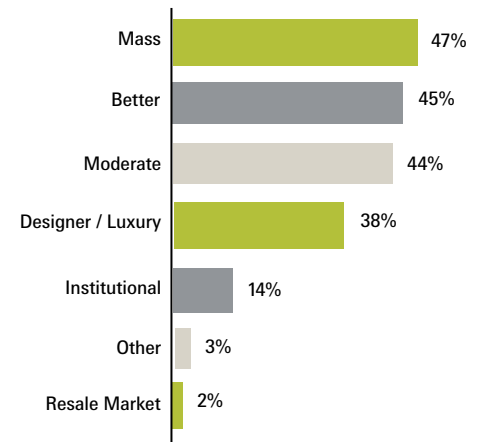
Attendee Breakdown by Business Segment*



Attendees' Business Objectives at the Show**.***



Attendees Represent the Following Markets*.***

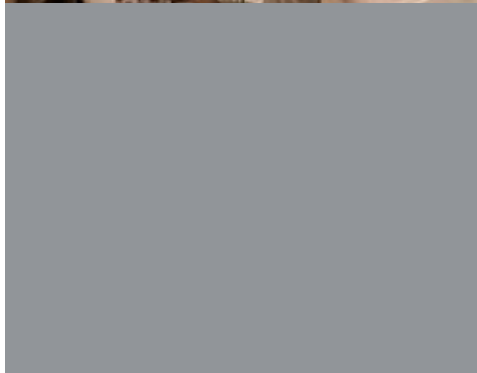


*Source: Home Textiles Sourcing Expo July 2011 Attendee Registration

** Source: Home Textiles Sourcing Expo July 2011 Attendee Survey

***Multiple answers provided

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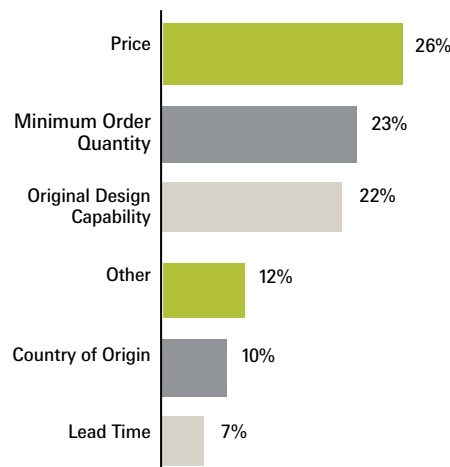


Attendee Profile/Feedback (cont.)

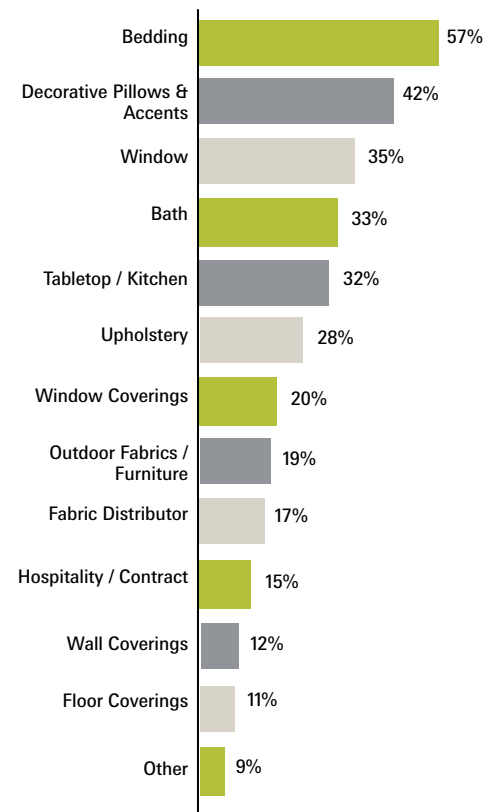
65%- Attendees found the product or products they were looking for on the show floor

35%- Attendees have purchased fabrics based on eco-friendly/ethical certifications

Attendees' Most Important Factors in Regards to Purchasing Fabrics or Finished Soft Goods**



Attendees Specifically Work with the Following Product Groups*:.***



63%- Attendees will place orders or considering placing orders as a direct result of the Home Textiles Sourcing Expo

*Source: Home Textiles Sourcing Expo July 2011 Attendee Registration

** Source: Home Textiles Sourcing Expo July 2011 Attendee Survey

*** Multiple Answers Provided

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July 2011 VIP Visiting Brands

Alessi International	Club Monaco	Inmod	Royal Plaza Textiles
Alpha Home Fashions	Cuddledown	John Varvatos	Saks Fifth Avenue
Anami Corp.	Custom Cool	Kariwala Home Styles	Samuel & Sons
Angela Adams	Decorator Industries	KAS Rugs	Sean John
Anichini	DesignWeave	London Luxury	Select Comfort
Anthropologie	DormSuiteDorm	Macy's	Shades Of Shamrock
Arlee Home Fashions	Eco-Logic Green Products	Magitex Decor	Sleep Innovations
Artistic Linen	Edgar Fabrics	Marc by Marc Jacobs	Springs Global
Azar Decorating Co.	EDPA USA	Marshall Quentin	Supreme Comfort Plus
Beacon Looms	Elegant Linen	Maytex	Texlynx
Beatrice Home Fashions	Elie Tahari	Napa Valley Linens	TJX Homegoods
Beco Industries	Ellery Homestyles	Oscar de la Renta	Town And Country
Avanti Linens	Ellison First Asia	Pacific Coast Feather	Triangle Home Fashions
Berkshire Blanket	Ethan Allen	Paradise Pillow	Vera Bradley
Best Home Fashion	Famous Home Fashions	Pate Meadows Designs	Victoria Classics
Bill Blass	Fiberoption	Pem America	Victoria's Secret
Blue Ridge Home Fashions	Flavor Paper	Penn & Fletcher	Taylor Vintage
Bougainvillea At Home	Gianti Fabrics	Pomegranate Seeds	Wal-Mart
Brookstone	Glenhil and Company	Raymond Waites Design	Walt Disney World
Carole Hochman Design	Guard Master	Redcats USA	West Elm
CHF Industries	Hobby Lobby Stores	Revman International	West Point Home
Chilewich	Home Accent Fabrics	Richloom Fabrics Group	Westex Industries



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Value Added

Seminars: 9 sessions focusing on Eco-Friendly/Sustainable Issues, Material & Color Trends, Material Innovations, Sourcing and New Product Development Strategies offered and organized by Lenzing and Stylesight.

Exclusive Seminar for Exhibitors: How to Sell in the USA: An informative seminar discussing the state of the U.S. economy, the top producing retailers and current buying trends.

Trend Forum: Focus on Fall / Winter 2012/13 Megatrends, including: Digital Dimension, Raw Energy, Sensing Matter, and Wildcraft.

The Trend direction was created by Stylesight, the leading global provider of trend content, tools and technology for the style industry.

The Trend Forum is a popular "first-stop" for many press and attendees.

Publicity: Advertising, editorial and discussions regarding the Home Textiles Sourcing Expo have appeared in the following publications, websites and social media sites:

Boutique Design
Ecotextilenews.com
Fabrics & Furnishings
HFN
Home Textiles Today
Hospitality Design
Hospitality Style
LBD
LBDinteriortextiles.com
Exhibition News
Facebook
IAEE Industry News
Just-Style.com
Lenzing e-Newsletter
LinkedIn

VIP Buyers: Important buyers receive special attention with the following services:

- Exhibitor match-making services
- Membership in the private Tulip Club lounge
- Complimentary lunch and refreshments
- Complimentary car service to and from the event

For more information:

Email: htsesales@usa.messefrankfurt.com

Phone: +1.770.984.8016. Ext. 402

Visit: www.hometextilessourcing.com

Trend Participants:
Exhibitor fabrics and finished products as selected by the Stylesight Selection Committee.

