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July 6th, 2011

Stylesight and Messe Frankfurt North America Expand Partnership for July 2011 Show

Press Release



New York, NY – Stylesight, the most trusted name in trend and the industry's creative platform, expands its successful trend partnership with leading textile tradeshow, Texworld USA, for the show's eleventh edition. The two companies will continue their collaboration at the upcoming Texworld USA Trade Fair held at The Javits Center in New York City, July 19 – 21st, 2011. Stylesight's team of trend analysts will curate three Trend Forums, one for Texworld USA, and two separate forums specific to the International Apparel Sourcing Show and the Home Textiles SourcingExpo, as well as present a total of eight industry seminars for show attendees.

"Stylesight and Texworld USA have created a partnership unique to the trade fair world by focusing on the synergies that exist between textiles for apparel, textiles for home and Sourcing," says Frank Bober, Founder and CEO of Stylesight. "We are proud to be associated with an innovative trade fair organizer that allows us to bring our expertise to the industry over a full range of eight seminars and help the industry connect the dots within these disciplines."

"In 2010, we added the International Apparel Sourcing Show and Home Textiles SourcingExpo to our already well-established and successful Texworld USA, creating the unique three show co-located sourcing concept that now leads the market," says David Audrain, President and CEO, Messe Frankfurt North America. "For July 2011, our expanded partnership with Stylesight and commitment to continuously improving the services offered to our show community has resulted in providing exhibitors and attendees with more tools for their product development cycle including timely materials forecast information, interiors trends, a specific Stylesight seminars track that is complimentary to all show participants and of course, the anticipated trend displays."

This season, Texworld USA, the International Apparel Sourcing Show and the Home Textiles SourcingExpo, will again be co-located together in one venue. In addition to expertly curating three separate trend forums, unique to each show based off of Stylesight's F/W 12 Megatrends, Stylesight will present a series of eight seminars during the entirety of the shows. Topics will range from F/W 12 Megatrends and Material Innovations, to 2012 Interiors Trends, F/W 12 Youth Culture Trends and even F/W 12 Design Development for the Children's Market. Stylesight CEO, Frank Bober, will take to the floor on Thursday, July 21st, for a highly-anticipated panel discussion surrounding Innovations in Sourcing with Josh Green, CEO of Panjiva; David Miller, VP of Global Sourcing at Lord & Taylor; and Steve Jesseph, CEO of WRAP Compliance. Stylesight representatives will be on hand throughout the entirety of Texworld USA at Booth #2240, providing custom demonstrations of Stylesight.com.

Stylesight and Messe Frankfurt North America are dedicated to enhancing the way the industry does business, working together to bring more creative resources to the New York textile show exhibitors, and increasing awareness and communication among Trade Fair participants. To learn more about the July edition of Texworld USA, please visit www.texworldusa.com.

Stylesight.com is the premier provider of trend content and Software-as-a-Service (SaaS) designer tools, and the only online trend service available in the English, Chinese, Korean, Japanese, Spanish, and Turkish languages. Stylesight offers its global subscribers the unrivaled ability to intercept, interpret and transmit the impulses of the style industry through its timely, relevant trend content and state-of-the-art technology.

About Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 450 million Euros in sales in 2010 and more than 1,770 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 88 trade fairs, of which more than half took place outside Germany.

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UPCOMING EVENTS

- Summer Fancy Food Show**
 July 10, 2011
 Washington, D.C.
- The Atlanta International Gift & Home Furnishing Market**
 July 13, 2011
 Atlanta, GA
- Beckman's West Handcrafted Show**
 July 19, 2011
 Los Angeles, CA
- Summer Jewelry, Fashion & Accessories Show**
 July 21, 2011
 Chicago, IL
- Philadelphia Gift Show**
 July 24, 2011
 Philadelphia, PA
- Oasis Gift Show**
 July 28, 2011
 Phoenix, AZ
- July Chicago Market 2011**
 July 28, 2011
 Chicago, IL
- Beckman's Handcrafted Show**
 July 30, 2011
 Chicago, IL
- New Orleans Gift & Jewelry Show**
 July 31, 2011
 New Orleans, LA
- GIFT + HOME at Las Vegas Market**
 August 01, 2011
 Las Vegas, NV

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Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

The North American headquarters in Atlanta produces trade shows in the USA, Canada and Mexico across various industries. For more information about Messe Frankfurt, please visit our Web site at www.usa.messefrankfurt.com

About Stylesight

Stylesight, the most trusted name in trend, provides world-class content, tools and technology for creative professionals in the style and design industries. Founded in 2003, Stylesight targets style professionals involved in the creative design and product development processes, assisting them through its unique "Creative Platform" with content and tools that make the design journey more efficient, less costly, faster and accurate. Stylesight is headquartered in New York, London, Hong Kong and Shanghai, with additional satellite offices stationed in style capitals spanning the globe. To learn more about Stylesight, please visit www.stylesight.com

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