



## **PROJECT Las Vegas Drives Continued Contemporary Market Rebound with Return of Physical Event**

*Featuring an assortment of new and returning men's and women's contemporary brands, the keystone B2B fashion event this August drew new brands and retailers, resulting in refreshed business opportunities and new commerce avenues in its highly anticipated return*

**New York, NY - August 25, 2021** - Informa Markets Fashion, leading fashion industry connector and organizer [PROJECT Las Vegas](#) announced today event success and positive indicators towards future in-person events following the conclusion of its August 9-11 event at the Las Vegas Convention Center (LVCC) in Las Vegas, Nevada. Over three days, the event drew an influential domestic and international retail audience that included many new retailers and brands. Comparative to 2019, *PROJECT Las Vegas* also saw a marked increase in ratio of retailers to brands, pointing towards positive trends in continued industry recovery and an eager audience of retailers shopping in-person events again.

Driven by a market-led and customer-focused perspective, *PROJECT Las Vegas* featured a mix of contemporary men's and women's brands, with highlighted categories such as: sportswear, streetwear, denim, resort and swimwear, contemporary collections, outerwear, activewear, loungewear, footwear, and accessories, in addition to beauty and grooming. Notable returning brands included: **Rails, Free People, Scotch & Soda, Z Supply, Mavi, 7 for All Mankind, Barbour, Bella Dahl, Creative Recreation, Kenneth Cole, Michael Stars, Nautica, Psycho Bunny, Gigi Pip, Calvin Klein, Sam Edelman, Desigual, Honor. The. Gift, Johnny Was, Katin, Lucky Brand, Magnlens, Nike Swim, and Original Penguin.** Newcomers to the Las Vegas edition of *PROJECT* included: **ASTR The Label, Baja Llama, Dickies, EDIT+, Gola Classics, Saucony, Serra by Joie Rucker, Almost Sunday, WeSC, Eastpak, Ezekial Clothing, Samantha Eng, W Cashmere, and Midheaven.**

Further supporting new design talent, *PROJECT Las Vegas* also featured up-and-coming brands and designers, prominently merchandised on the show floor. Notable brands included: **Oncept, Serra by Joie Rucker, Justus Bends, Knititude, and Morrison Denim**. Bringing forward larger diversity initiatives to support emerging talent, the event also highlighted a new lineup of contemporary brands as part of the Informa Markets Fashion for Change (IMFC) Incubator Program. The program, first launched in 2020, supports Informa Markets Fashion's mission to foster allyship, inclusion and equality within the fashion community. Incubator program participating brands - which were identified to retailers by show floor decals and a trend display showcasing head-to-toe styling - included: **Oak & Acorn ~ Only for the Rebelles, Ollivette, Chelsea Grays, Keith and James, Lucky + Lovely, BAO - The Black Apothecary Office, Melrose High, Visionary Society and Earth Chic Resort Wear by Neshia Brathwaite Farhangi**. The representation of new design talent available at *PROJECT Las Vegas* not only provided brands greater visibility in the contemporary market, but also gave retailers more opportunity to discover new products and add to their inventory assortment, something retailers – and consumers - are always looking for.

*"We love PROJECT because we always are able to open a lot of new accounts across the country. This tradeshow is so important for visibility — if you stop going to tradeshow people may forget about you. You also capture new business that you never would have access to unless you're at a tradeshow."*

**7 for All Mankind**

PROJECT Las Vegas Exhibiting Brand

*"PROJECT has connected us with so many great buyers — we just started our business two and half years ago and we are already in over 60 boutiques around the world with the help of PROJECT."*

**ASN**

PROJECT Las Vegas Exhibiting Brand

*"We ran out of catalogs and have seen over 40 accounts in the first day and a half. This show helps us cut down on travel. We are in a position that we already sell to a lot of accounts in the US and internationally, but we continually open up new accounts every time we come to PROJECT"*

**Mac Beu**

PROJECT Las Vegas Exhibiting Brand

Joining these brands, thousands of high-caliber retailers shopped the event. Key retailers shopping the event included: **Amazon, DTLR, Urban Outfitters, AshleyGryre, American Rag, Milton's, Alchemy213, Alixandra Collections, Fred Segal, Garage Clothing, Gregory's, M Frederic, The Cosmopolitan of Las Vegas, The Wynn Hotel, Bellagio/MGM Resorts, La Maison Simons Inc, Von Maur, Halls, Lee Newman Clothing, FSB Menswear, PASSPORT, SuitMart, Morgan Miller, Raquel Cohen, Sundance Catalogue, Sneaker Politics, Sneaker Town, South Moon Under, Wantable, MLTD, NTWRK, Private and Oaklandish**. With over half of the buyers in attendance from boutiques in addition to representation from specialty, chain and department stores, the event also drew a notable group of online retailers – close to 20% of the total purchasing retailers in attendance – pointing towards potential shifts in the retail landscape as a result of consumer shopping behaviors moving online during 2020. With the combination of a new buyer audience onsite as well as a newly budding segment of the retail landscape in attendance, retail buyers and brands alike enjoyed benefits of a refreshed marketplace that only *PROJECT* could provide. Brands were able to expand into new territories and open new accounts and retailers – both newcomers and seasoned attendees - were able to take advantage of discovering of new brands and products on the show floor, something vital for continuing success with the unique environment and audience afforded at *PROJECT Las Vegas* this season.

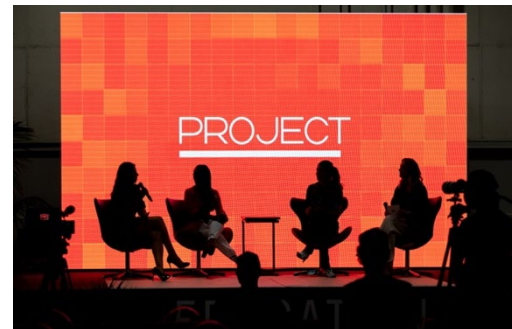
“One of the most exciting things about coming to *PROJECT [Las Vegas]* is finding those discovery brands. There are always brands that are on our radar and that we are really familiar with, but the great thing today is discovering new brands that are a little more direct-to-consumer in nature.”

**VeriShop**

PROJECT Las Vegas Attending Retailer

“PROJECT Las Vegas continues to be a keystone event that promotes discovery and connection between brands and retailers in the contemporary market and that was reflected in the increased number of new retailers and new brands we saw at *PROJECT Las Vegas* compared to 2019,” says **Kelly Helfman, Commercial President of Informa Markets Fashion**. “For this season, both men’s and women’s contemporary apparel, footwear, and accessories were merchandised together in order to make it easier and more efficient for retailers to shop brands they know and discover new ones along the way.”

Acting as a business resource for the community outside of transactions on the show floor, *PROJECT Las Vegas* held a variety of educational seminars with influential partners including **Highsnobity, WGSN, Management One, Create & Cultivate** and **Blamo!**. Trend, market insights and business-focused topics included current and upcoming trend casting for the contemporary market, evolving consumer behaviors, strategies for scaling business, merchandise and cash flow planning, and adaptability tips for retail businesses.



*PROJECT Las Vegas* also hosted a variety of custom onsite activations and speaking engagements with stand-out celebrity and fashion leadership appearances. On day one, guest speaker **Kenneth Cole** opened the three co-located events in the LVCC - *PROJECT Las Vegas*, *MAGIC Las Vegas* and *SOURCING at MAGIC* - with **Sourcing Journal’s** Edward Hertzman for a discussion on brand integrity and lessons learned from the pandemic. Celebrity television personality and beauty entrepreneur **Giuliana Rancic** launched her clean, skincare brand, Fountain of Truth to the wholesale market. On day two, **FashWire** held a pitch competition where ten startups battled it out for a chance to win \$10,000 on the PROJECT stage. Also, on day two, *PROJECT Las Vegas* hosted the return of the **Rivet Awards**, which honor top denim collections from six distinct categories: Best Sustainable Collection, Best Men’s Collection, Best Women’s Collection, Best Showpiece, Editor’s Choice, and Best New Brand, with awards presented in the winner’s booths throughout the afternoon.

While the US and international markets still grapple with the lingering effects of the pandemic, *PROJECT Las Vegas* was guided by Informa *AllSecure* in addition to recommendations from local, state and health authorities, offering guests confidence in a safe return to in-person events. Event planning and execution included continuous sanitation and disinfecting with focus on “high touch” areas, numerous hand washing facilities located throughout the event and wider aisles to accommodate social distancing. In addition, all guests were required to wear face masks while indoors, in compliance with Clark County mandates and recently updated CDC guidelines.

*PROJECT Las Vegas* not only safely connected brands and retailers together again following halts to live events in 2020 and early 2021, the event’s return to Las Vegas also supported the local economy and businesses. Combined with co-located events [MAGIC Las Vegas](#) – the trend and young contemporary market

event, and [SOURCING at MAGIC](#) – the sourcing and supply chain event, these three distinct events hosted in concert to one another had an overall economic impact of an estimated \$38 million for Las Vegas, Nevada.

As the global [PROJECT](#) brand gears towards 2022, dates and locations for future domestic and international events will be announced later this year. In addition to local economic benefits, the upcoming announcements promise additional opportunities for the women's and men's contemporary markets to further capitalize on the successes seen in Las Vegas.

For more information, including upcoming announcements of future **2022 PROJECT event dates**, please visit [www.projectfashionevents.com](http://www.projectfashionevents.com).

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### **ABOUT PROJECT**

Representing what's new, now, and next in men's and women's contemporary apparel, footwear and accessories, PROJECT is a live event and digital platform where domestic and international buyers go to be inspired by higher-end brands, find margin-building products from relevant mid-market labels, and connect with likeminded industry thought leaders and fashion insiders. Through a fusion of community, education, media, and experiences, PROJECT propels the next season's top trends, generates global awareness, and ultimately, drives commerce. For more information, please visit [www.projectfashionevents.com](http://www.projectfashionevents.com)

### **ABOUT INFORMA MARKETS FASHION**

Informa Markets Fashion connects and inspires the global fashion community through online experiences, industry insights, and worldwide fashion trade events including MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC. From more effective manufacturing and supply chain opportunities to creative design inspiration and retail on the wholesale floor, Informa Markets Fashion's diverse portfolio supports the entire fashion ecosystem - fostering innovation and driving creativity year-round. For more information on upcoming events, please visit: [www.findfashionevents.com](http://www.findfashionevents.com)