

destination: miami by COTERIE and PROJECT Miami Success Signals Industry Recovery and Anticipation for Fall Events

Featuring an assortment of new and returning resortwear, swimwear and contemporary women's and men's apparel, footwear and accessories brands, the two co-located events drew an audience of net new and returning retail buyers, resulting in new commerce and business opportunities within a key buying season during Miami Swim Week.



New York, NY -- July 19, 2021 – Informa Markets Fashion, leading fashion industry connector and host to recently held trade events **destination: miami by COTERIE** and **PROJECT Miami**, announced today market event success and positive indicators towards continued industry health following the conclusion of its July 10-12 events at Eden Roc hotel in Miami Beach, Florida. Over three days, the events drew an international retail audience including 30% new buyers and a significant showing of buyers from southern regions within the US, which generated expanded commercial opportunities with new vendors, sourcing of new products, and opening of new accounts in key markets.



destination: miami by COTERIE featured a mix of swimwear, resortwear, footwear, accessories, fragrance and beauty brands. Notable brands included: **Adriana Pappas, Anna Rosen, Azulu, Butik Showroom, Cala de La Cruz, Californians, Dos Gardenias, Electric Picks, Haight., House of Zalo, Jessie Caballero, La Gotta, Matdalee Studio, Najash, Nannacay, Paola Barnardi, Raissa and St. Dom.** Joining these brands, hundreds of high caliber retailers shopped the event across three days, with key buyers from **Revolve, Anthropologie, Carbon 38, Intermix, Cheval Blanc St-Barth, Everything But Water, Hemline, Mandarin Oriental, Penelope T, Sunni Spencer, Four Seasons, Atlantis Resorts, W Hotels, and Wright's** in attendance. With over half of the buyers in attendance from boutiques in addition to strong

representation from specialty, chain and department stores, the event also drew a notable group of online retailers - close to 20% of total purchasing retailers in attendance at the event – pointing towards potential shifts in the retail landscape as a result of consumer shopping behaviors moving online during 2020. The event success and community energy throughout the three days serves as preview of the market anticipation towards the upcoming keystone event, *COTERIE New York*, where *destination* and the curated selection of resortwear and swimwear brands will be featured as a community on the show floor.

“destination: miami by COTERIE has been so amazing. It's the perfect size and everything is high-end. We have seen really high-end buyers from our niche markets. We do direct to consumer, but the best part about wholesale is you get into so many boutiques all over and then consumers buy the product and go home to order more online.” – Perry Walker Collective

At *PROJECT Miami*, the contemporary men's and dual gender market, featured a tightly curated groups of brands representing streetwear, activewear, denim, footwear and accessories with notable newcomers such as **7TH HVN, Chris Pyrate and Friends, Dead. Than. Cool., Honor the Gift, and James Bark.** *PROJECT Miami* also featured returning brands such as **Aspeto, Bravian, Champion, Eden Park Paris, Nike Swim, Original Penguin, Paraboot, Propaganda Agency, Robert Barakett, Saucony, Stetson & Dobbs** and **Stitch Note.** With hundreds of purchasing retailers shopping the event over the three-day period, brands at *PROJECT Miami* were able to connect with key retailers, such as **A Ma Maniere, DTLR, Likelihood, The Social Status, Verishop, Huckberry, American Rag, Macys, Moda 404, Ritz Carlton, A Ma Maniere, Asphalt NYC, and Wish Atlanta.** Despite continued travel restrictions, **10% of the attending retailers were international**, pointing towards the growing global return to US events and representative of the unique community present at the Miami event.



“Being a new brand coming to PROJECT has been really great because we have buyers come in and they get to feel the products. When you have a new brand, you need to be able to show that to people. We are building and developing so many great relationships – we met with stores from Dallas and Peru and so many places we would never even think about going to. Now that we have done PROJECT [in Miami], our trajectory has definitely upgraded.” – Chris Pyrate and Friends

Bringing the unique onsite experiences that the *PROJECT* community has become known for, *PROJECT Miami* hosted a variety of custom onsite activations and giveaways. Exclusively available at the Miami event, **Champion** featured custom spray art designed t-shirts, in collaboration with Miami-based artist. On day two at *PROJECT Miami*, accessories and backpack brand, **Sprayground** hosted a celebrity gifting suite. Additionally, returning media partner, **The Berrics** covered brands at the event featuring mid-90's star Olan Prenatt walking the show while documenting his experience for the media outlet. The Berrics *PROJECT Miami* event recap will be available in the next two weeks.

“What made these events so unique is that both onsite and online, retailers were discovering a different variety of brands at two distinct events, and brands were connecting with an audience of retailers they may not typically see at our larger Las Vegas or New York events,” says Kelly Helfman, Commercial President of Informa Markets Fashion. “This combination really afforded ‘both sides of the aisle’ with new opportunities to expand their business in new ways – generating really positive momentum, both immediately and into the rest of 2021.”

In addition to bustling show floor activity, guests from both events took part in various expert-led wellness sessions such as daily morning meditations, Zumba classes, Gua Sha massage and life coaching sessions, situated outside in Eden Roc's oceanfront property. On the close of day one of the event, brands, buyers, influencers, and press from both *destination: miami* by *COTERIE* and *PROJECT Miami* joined together for a lively opening night rooftop cocktail party at Eden Roc's Spa Terrace.

Extending the onsite environment online and running in tandem to the live events, brands and buyers from both shows were also able to connect digitally. Opening prior to the live events on July 1 to retailers, brands were able to highlight new products that would be available onsite in advance of the shows, while retailers were able to pre-plan their event by previewing these collections prior to their onsite arrival. Extending beyond the live event conclusion on July 12, the digital discovery platform will continue to remain open for both the *COTERIE* and *PROJECT* communities through July 31, helping to further drive continued discovery and connectivity between brands and buyers. To register for buyer access, please visit registration page [HERE](#).

As the July events of *destination: miami* by COTERIE and *PROJECT Miami* mark the industry's continued return to in-person shopping and showcasing opportunities, Informa Markets Fashion will return with large-scale, keystone events in the second half of 2021. Previously announced, **MAGIC Las Vegas**, **PROJECT Las Vegas**, and **SOURCING at MAGIC** events will be hosted on August 9-11 at the Las Vegas Convention Center and then on September 19-21, **COTERIE New York** returns to the Jacob Javits Center along with the East Coast debut of **MAGIC New York**.

To register for **MAGIC Las Vegas and/or PROJECT Las Vegas – August 9-11, 2021**, please visit [HERE](#)

To exhibit at **MAGIC Las Vegas or PROJECT Las Vegas – August 9-11, 2021**, please visit [HERE](#)

To register for **COTERIE New York and/or MAGIC New York – September 19-21, 2021**, please visit [HERE](#)

To apply to exhibit at **COTERIE New York** or to exhibit at **MAGIC New York – September 19-21, 2021**, please visit [HERE](#)

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ABOUT COTERIE

COTERIE is the premier women's apparel, footwear and accessories platform. From contemporary to affordable luxury, COTERIE connects emerging and established brands and designers to an elite list of domestic and international retailers, influencers, and media. COTERIE's first-class events build exclusive experiences both digitally and in-person that fuel discovery, commerce and connectivity, while inspiring upmarket trends. For more information, please visit: www.coteriefashionevents.com.

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

ABOUT INFORMA MARKETS

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