# DROJECT AS VEGAS

# event preview

### august 9th-11th

Las Vegas Convention Center

**REGISTER NOW** 

# PROJECT Las Vegas: A New Legacy

# Looking forward to seeing you back where you belong.

The Las Vegas installment of PROJECT, running August 9th to 11th, 2021, promises to be more exciting than ever, not only because we're all longing to reunite with industry friends and colleagues after a long absence, but also because the PROJECT Las Vegas team has been planning an outstanding event, instructive yet entertaining panels and activations, and an elevated shopping experience. Book those flights, tally up that open-to-buy, and pack those bags, because it's time to head to Vegas!

### Easy to shop show

Get ready for the most user-friendly, seamless shopping experience ever. PROJECT Las Vegas has completely re-merchandised its show floor, removing most branded "neighborhoods" to allow a focus on straightforward, category-driven areas. The big picture categories include footwear, accessories, and apparel, while subcategories including denim, sportswear, contemporary collections, and more. Now when retailers enter the show, they can navigate the floor like they would any other shopping experience.

"We owe a big 'thank you' to all the input from past show attendees for their direct feedback which led to this simpler, easier-to-shop plan," says Kelly Helfman, Commercial President, Informa Markets Fashion. "We have also pushed our brands to utilize more open-booth package concepts to drive a communal experience while opening things up for an increased focus on product."

"We'll definitely see a continuation of brands and retailers connecting most around hot market trends like loungewear, streetwear, and gift," says Courtney Bradarich, VP of Contemporary Women's – PROJECT & COTERIE. "There's absolutely a sense of optimism in the air now, as the world opens back up. I think we'll see a lot of joy and celebration in the collections this season, from exciting prints and palettes to an uptick in more tailored pieces and occasion looks."

### Show floor activations

PROJECT Las Vegas will also continue to celebrate Informa Markets Fashion for Change (IMFC), spotlighting minority, woman, and LGBTQIA+-owned brands as well as IMFC Incubator Program participants. Besides a group presentation, individual booths will also be called out for attention, so that retailers can easily respond to consumers' call for diversification. Looking for something fresh and unexpected? New-to-show brands will also be spotlighted in a special exhibition and called out across the show floor.

### **Expert guidance**

The PROJECT Retail Concierge program is back this season. "We're excited to keep some continuity with the program by working with a lot of the same industry experts we hired for our digital events," says Helfman. "They have gotten to know what retailers want most with regards to their process, as well as their business needs." The program is going one step further, creating a Retail Advisory Board, which hosts key retailers at the show with a private round table discussion, focused on continuing PROJECT's pragmatic approach to strategizing for the future. "It's their direct feedback that helps us continue to add value to the industry," Helfman adds.

### Learning and growth opportunities

PROJECT Las Vegas couldn't be more pleased to bring back in-person experiences this season, including the NOW Forum, PROJECT's educational and communal hub. The August roster includes presentations and activations from trend forecaster WGSN, women's career builder community Create & Cultivate, streetwear and cultural news site Highsnobiety, retail consultants and educators Management One, fashion podcast Blamo!, and much more. "We're super excited to bring our menswear and womenswear contemporary communities together for the first time in what will be our most powerful lineup of speakers," says Helfman. "We'll be presenting relevant market intelligence with the goal of giving our attendees the edge they need." Additionally, keep a lookout for signage indicating brands that are focused on sustainable practices, as well as callouts on PROJECT Las Vegas's marketing channels.

### **Always on trend**

As always, PROJECT Las Vegas is not only your top resource for identifying the latest trends, but it also helps you find them. Keep an eye on our website for deeper trend analysis but keep these meta-trends in mind while planning your visit. Keep coming back to the PROJECT Las Vegas website for more trend intelligence to inform your carefully considered buying decisions.

### See you there!

From easier-to-shop floor plans to exciting, trend-driven industry events and activations, this summer's PROJECT Las Vegas promises to be the most forward-thinking fashion trade event yet. The team is committed to making your experience as valuable as possible and is looking forward to seeing you in person at PROJECT Las Vegas!

romeo merino

# the luxury of contentment

Comfort meets elegance this season (a trend we are also seeing in footwear). Relaxed silhouettes are designed specifically to move effortlessly throughout the day, adding a level of ease and performance. Watch for the easy interplay between natural and synthetic fabrics, particularly executed in softer, slouchier knit silhouettes. A sub-trend with comfort at its core is everyday clothing inspired by the uniforms and performance wear of active sports (it is an Olympic year, after all).

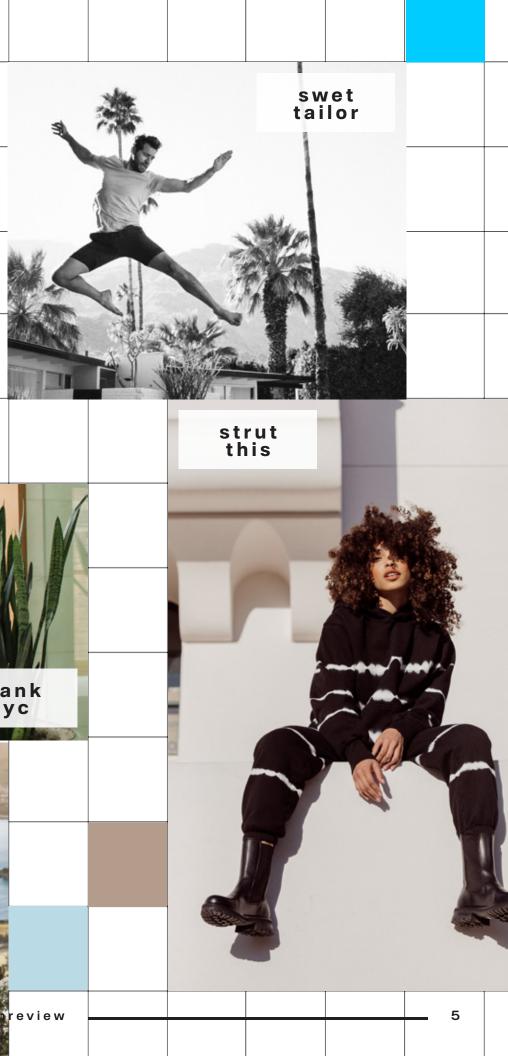


bc footwear

henriette steffensen

eden park paris

blank nyc



# everything old is new again

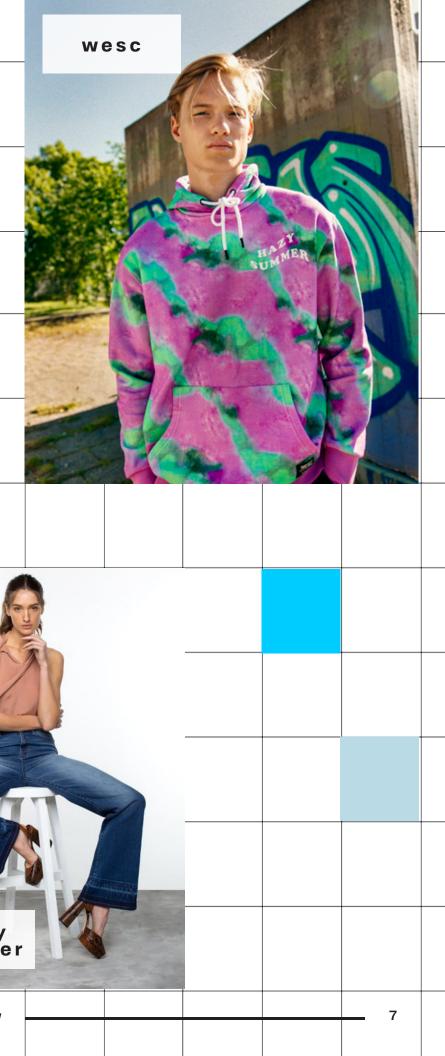
Although retro influences from nearly every decade have a place in the new "Roaring 20s," the 1990s is leading the charge. Chic rocker looks and washed-down, rip-and-repair denim anchor this trend of bygone days.



mavi







psycho bunny

# studying the classics

Some pieces come around again every season because they just work. This season sees those tried-and-true styles reinterpreted with a bit of sass, a sexy edge, and a fresh look at color, silhouette, and attitude. Watch for bold color stories, the continuation of logo-mania, and an emphasis on neat prints.

bravian



renoir



## command performance

We've all learned to demand more from our purchases and there's barely a category at PROJECT Las Vegas that hasn't seen increased performance. Chocolate treats promote beauty and wellness with added adaptogens, collagen, and superfoods; accessories help keep us organized with built-in chargers and RFID blocking to keep our devices at the ready; and Outerwear is made of the very latest fabrics and coatings for outstanding protection from the elements while maintaining an elevated aesthetic to ensure we'll look stylish no matter the forecast.

beauty bar chocolate

7th hvn

isle jacobsen

### chargella

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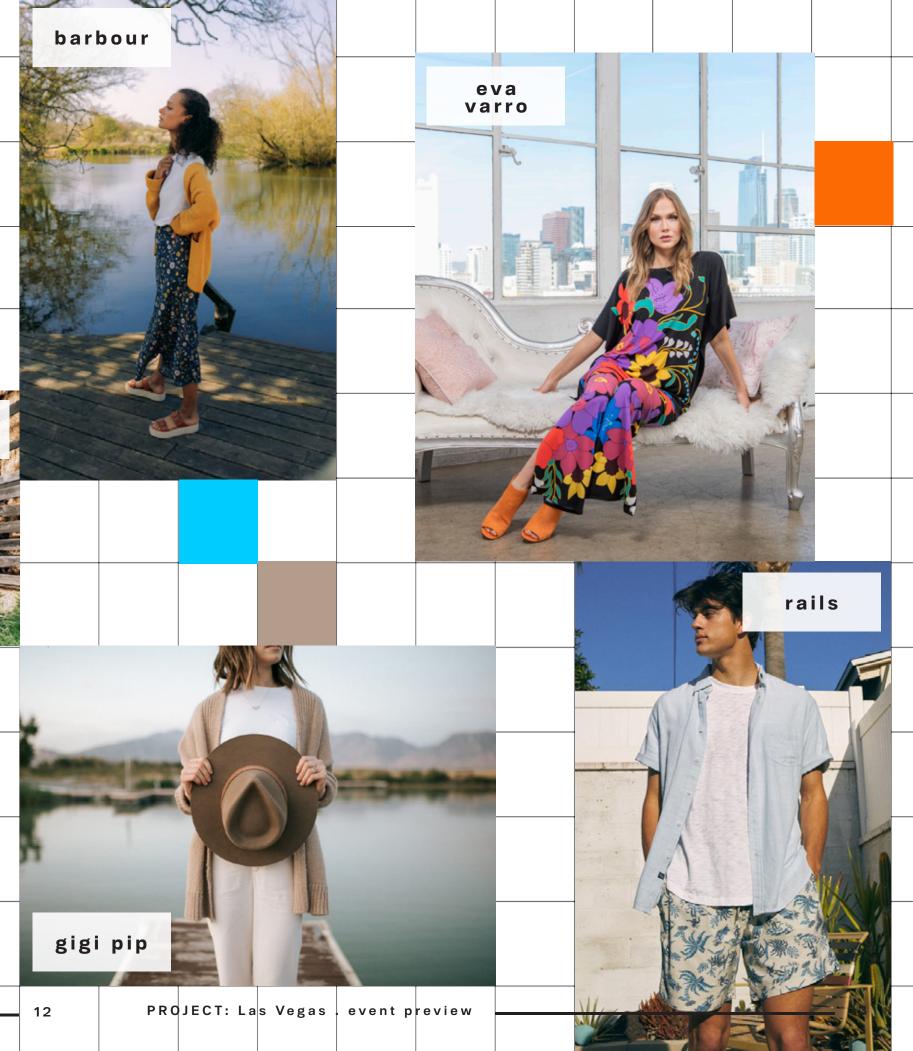
# nature's bounty

Taking time to appreciate everything the earth has to offer is important for our bodies, minds, and spirits. Architects call this connection to nature "biophilia," and we're seeing the trend brought to life this season as impressionist themes segue into graphic styles. Here we've highlighted just a few of the collections that celebrate nature's bounty but be sure to check out many more such offerings on the event floor.







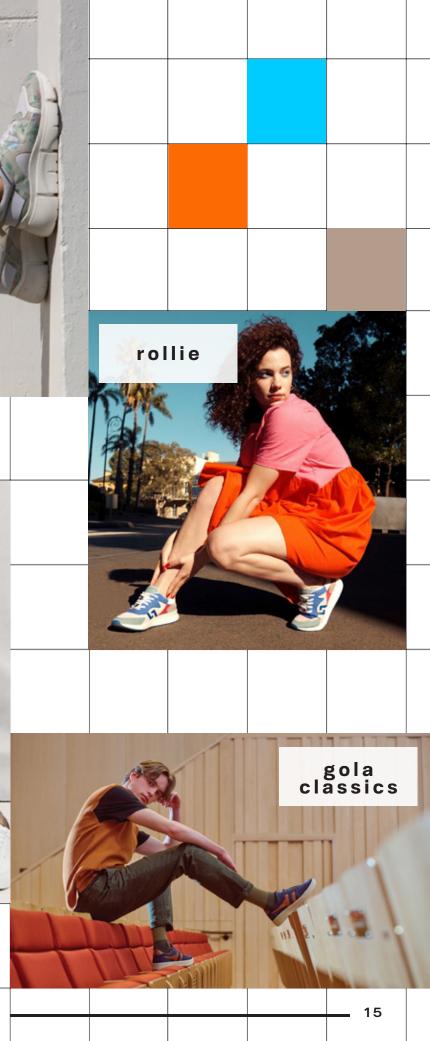


# sneakers get the cinderella treatment

The rule for footwear for Spring/Summer 2022? Keep the comfort but insist on elegance. Updated sneakers have established a whole new dress code, and they're a perfect pairing for the latest performance sportswear -- luckily, you'll find both at PROJECT Las Vegas! Watch for retro styles like 1990s-style thick, chunky soles as well as texture blocking and surface interest.







# **PROJECT Las Vegas** experiences & events calendar

### **PROJECT** Party

The Official PROJECT Party is back featuring a performance by @tyga. Join us on Tuesday, August 10th after Day 2 of PROJECT at @omnianightclub for the party of the season. More details to come.

# daily happenings

### Trend Displays

Trend Displays featuring PROJECT brands in the IMFC Incubator Program, new to show and conscious collections in line with sustainability.

### NOW Forum Lounge & Education Hub

The NOW Forum has all your show floor essentials. From cash bars to charging stations and happy hour, it's the ultimate place to relax, recharge, or put your networking into play. Don't miss our topical educational sessions with industry executives and thought leaders.

### · Show wifi

KEEPING YOU CONNECTED this year's show wifi is brought to you by SKYPAD: Improving the way Retailers and Suppliers share, report, and collaborate on sales, inventory, and consumer demand insights. For more information visit www.skyitgroup.com

### Psycho Bunny Swing

Need a little help getting into the swing of things? We've got a special Psycho Bunny swing for that at PROJECT in Las Vegas. Come on by, sit back, relax-or answer that email you've been putting off-and let the Psycho Bunny energy transform your day for the better.

### Z Supply Masks

MASK UP! Be sure to grab a Z Supply mask before heading into the show. Visit Z Supply at their booth in PROJECT to check out their full collection.

### Water Stations

Stay hydrated! Fill and refill your water bottle at our water stations located throughout the show floor.

### Pura Vida Bracelets

We've partnered with Pura Vida to bring you this season's retailer bracelet. Pura Vida is a MAGIC accessories brand that has partnered with more than 200 charities around the world to donate over \$3.8 million over the last few years.

### Jasper Stapleton in the Hall

Show floor energy will be turned all the way up, all day long with DJ Jasper Stapleton.

### DJ Mike K in the Lobby

You will feel the show energy with DJ Mike K even before stepping onto the PROJECT floor.

### Guest Speaker Kenneth Cole to Join Us in Las Vegas

Las Vegas Convention Center, Grand Lobby

### **MONDAY, AUGUST 9**

9:00 AM

Celebrate the return of fashion to Las Vegas by attending our inaugural opening morning session. We are thrilled to welcome Kenneth Cole to kick things off where he will discuss the state of the fashion industry, the power of a brand, the importance of philanthropy and more. Let's come together and celebrate our industry and ourselves!

### **NOW Forum**

Central Hall, Concourse

The NOW Forum has all your show floor essentials. From cash bars to charging stations and happy hour, it's the ultimate place to relax, recharge, or put your networking into play. Don't miss our topical educational sessions with industry executives and thought leaders.

### **MONDAY, AUGUST 9**

### 11:30 AM

Post-Pivot: Lean into Digital and Get Back to Business Presented by: Create & Cultivate

Speakers: Sonia Elyse, Founder of Round Twelve; Tenicka Boyd, Lifestyle & Fashion Dive into a thoughtful discussion on how we build businesses in "the next normal"-including how small businesses can pivot to new possibilities and prepare for a future that is still unwritten.

### 1:00 PM

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Indie Retail Prosperity in 2022: A Merchandise and Cash Flow Planning Perspective Presented by: Management One

Speakers: Paul Erickson, Director of Sales, and Dane Cohen, Business Development Manager, Management One

Paul and Dane share major takeaways from M1 customer performance so far in 2021 and keys tosuccess for the last part of this year and into 2022. Topics will range from assortment analysis and planning to inventory flow, to the strategic use of markdowns and beyond. Management One is theleading provider of merchandise intelligence and planning services for independent retailers, with insight into the performance of thousands of stores and e-commerce sites.

### 2:30 PM

NOW Forum: Talking to the New Consumer: How Stores are Evolving to Engage Their Customer in 2021 Presented by: Blamo!

Speakers: Jeremy Kirkland of Blamo! Podcast, Jon Moy, Jeremy Smith, STANDARD & STRANGE Join Jeremy Kirkland as he leads the conversation on community engagement, company ethics and upgrading

with the retail times.

### 4:00 PM

Ready, Set, Grow: Tips to Scale Your Business Presented by: Create & Cultivate Speaker: Jane Crisan, President & COO, Rain

Master your social media presence and learn effective marketing tactics that can help you scale your passion into a thriving business.

### CHECK HERE FOR UPDATES

### **TUESDAY, AUGUST 10**

### 10AM

### How to Make Your Retail Business Adaptable - No Matter What Happens

Presented by: Management One

**Speaker:** Marc Weiss, Founder + CEO, Management One

Marc Weiss, Founder and CEO of leading inventory planning software and consulting firm Management One, shares lessons learned from the Covid-19 crisis and beyond about the outlook for independent retailers and how you can be prepared for changing conditions, even in extremes. From adopting the right mindset to using the right tools to plan, analyze and respond to changes, Marc will take you through what successful retailers have accomplished - whether in adapting to the Covid-19 crisis, to the rise of e-commerce, or to local economic conditions.

### 11:30 AM

### Beyond the Brand Story: Creating an Omnichannel Experience

Presented by: Create & Cultivate

Speakers: The Create & Cultivate Team

From creating a cost-effective web presence, to merchandising your store front--and everything in between--eliminate the barriers that stand in the way of making the brand of your dreams a reality.

### 2:30 PM

### NOW Forum: Streetwear's State of the Union With Highsnobiety

Presented by: Highsnobiety

**Speakers:** Thom Betttridge Editor-in-Chief, Highsnobiety, Guillermo, Corey Stokes Fashion Director, Highsnobiety

Highsnobiety's Editor-in-Chief, Thom Betttridge, hosts a 45-minute conversation with Guillermo (424) and Corey Stokes (Fashion Director, Highsnobiety) to discuss the state of streetwear, trends they're eyeing, and what the year has in store for the industry.

### 4:00PM

### FashWire Pitch Competition: PROJECT Edition

Moderator: Deborah Weinswig, CEO & Founder of Coresight Research, FashWire Investor and on FashWire Advisory Board.

FashWire is hosting its first-ever live pitch competition on the PROJECT stage, where 10 startups on the FashWire platform and exhibiting at PROJECT will battle it out to win \$10,000 for their company, amazing industry prizes, brand recognition, and of course, bragging rights.

### WEDNESDAY, AUGUST 11

### 10AM

### Indie Retailer Insights

Presented by: Management One

**Speaker:** Marc Weiss, Founder + CEO, Management One

What's really happening at retail, and what moves the needle on performance? What's going on with your retail partners? What are their priorities, and how are they evaluating their brand partnerships? What can we take from Covid in sustaining and building relationships between brands and retailers? Marc Weiss, CEO and Founder of leading retail analytics and merchandise intelligence provider Management One, will share insights and guidance from Management One's vast experience in developing merchandise plans and tracking performance for thousands of the best independent fashion retailers in North America.



# **Informa Markets Fashion** for Change (IMFC)

Informa Markets Fashion for Change (IMFC) is an ongoing corporate initiative whose mission is to foster allyship, inclusion, and equality within the fashion community through programs that support, nurture, and elevate minority-owned, women-owned, and LGBTQIA+-owned fashion brands across men's and women's apparel, accessories, and footwear categories.



keith and james

### the IMFC incubator program

Launched in 2020 with an aim to elevate and better support new design talent within the Black fashion community, this ongoing program provides selected brands with complimentary event inclusion, marketing promotion and individualized mentorship guidance sourced from IMFC's Incubator Program Advisory Board members - a board comprised of veteran fashion executives from across the industry. Continuing in 2021, see below for a sneak peek sampling of new IMFC Incubator Program participants that will be available at our upcoming Las Vegas events.

### Sneak Peek of 2021 IMFC Incubator **Program Brands in Las Vegas:**

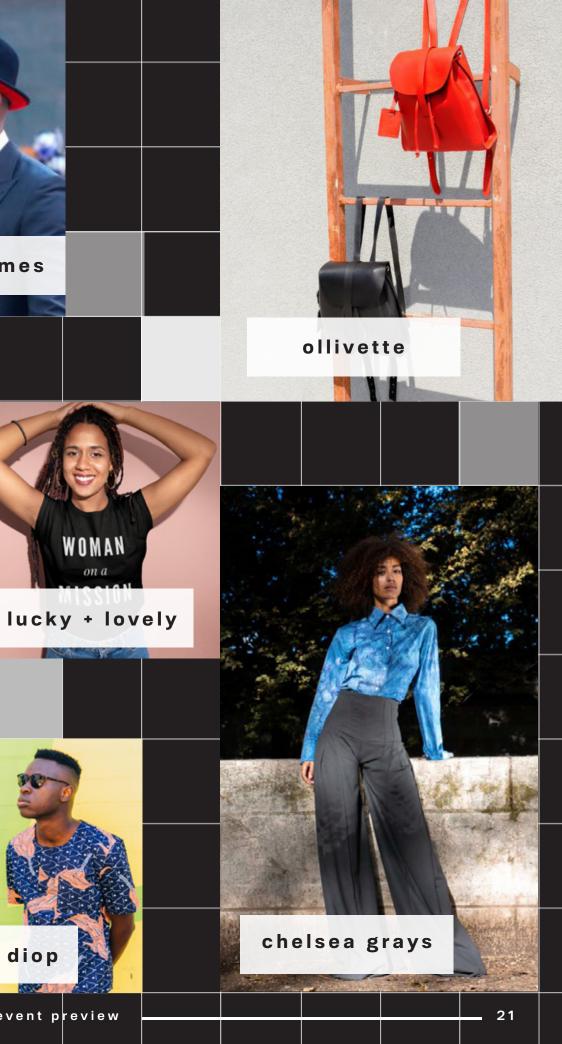
Oak & Acorn ~ Only for the Rebelles / Men's & Women's, Sportswear / @oakandacornofficial Ollivette / Men's & Women's, Accessories / @ollivette\_brand Chelsea Grays / Men's & Women's, Sportswear / @\_\_chelsea.g Keith & James / Men's & Women's, Accessories /@keithandjames Lucky + Lovely / Women's, Separates & Gift / @luckyandlovely **DIOP** / Men's, Streetwear / @weardiop BAO - The Black Apothecary Office / Women's, Beauty / @bao.community Melrose High / Men's, Active/Athleisure / @melrosehighcollection Visionary Society / Men's, Active/Athleisure / @visionarysociety

\*Additional brands to be announced soon. Click here for more information on **IMFC** initiatives.



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diop



## **PROJECT Las Vegas** brand list preview

### sportswear

**Barbour** Mens & Women's @officialbarbour

**Eden Park Paris** Men's @edenparkparis

**Eleven Paris** Men's & Women's @elevenparisofficial

Nautica Men's & Women's @nautica

**Psycho Bunny** Men's @psychobunny

**Retro Brand** Men's & Womens @retrobrand

**Romeo Merino** Men's @romeomerinous

Scotch & Soda Men's & Womens @scotch\_soda

> **Swet Tailor** Men's @swettailor

### denim

**BlankNYC** Women's @blanknycjeans

**Calvin Klein** Men's @calvinklein

Driftwood Women's @driftwoodjeans

**Jag Jeans** Women's

Lyssé Women's @lyssefashion

Mavi Men's & Women's @mavijeans

**Morrison Denim** Women's @morrisondenim

Silver Jeans Co. Men's & Women's @silverjeansco

> **Stonefield** Men's @stonefieldco

### CLICK HERE FOR FULL **BRAND LIST**

### resortwear & swimwear

98 Coast Av Men's @98coastavenue

**Heat Swimwear** Women's @heatswimwear

> lvko Women's @ivkowoman

Mer Sea & Co Women's @merseaco

**Reyn Spooner** Men's @reynspooner

Scandal Italy Women's @scandalitaly

**Sportailor** Men's @hookandtackle contemporary collections

> **BB** Dakota Women's @bbdakota

Bella Dahl Women's @belladahl

**Bravian** Men's @bravianwear

Chaser Women's @chaserbrand

**Free People** Women's @freepeople

**Hasson Costa Showroom** Women's @hassoncosta

> **Johnny Was** Women's @johnnywas

**Lucy Paris** Womens @lucyparislabel

**Michael Stars** Men's & Women's @michaelstarsinc

**Place Showroom** Women's @place showroom

> **Raga Man** Men's @theragaman

### contemporary collections

Rails Men's & Women's @rails

Serra by Joie Rucker Women's @hassoncosta

> **Three Dots** Women's @shopthreedots

WeSC Mens & Women's @wesc1999

> Wildfox Women's @wildfoxcouture

### NOW

Dead. Than. Cool. Men's @dead.than.cool

> **DGA** Tees Men's & Women's @dgatees

> > **EPTM** Men's @eptmusa

**G-Shock** Men's @gshock\_us

Magnlens Men's & Women's @magnlens us

### NOW

Prps

Men's & Women's @prpsjeans

### **PSD Underwear**

Men's @psdunderwear

### Reason

Men's @reasonclothing

### **Rip N Repair**

Men's @ripnrpr

### Sergio Tacchini

Men's & Women's @sergiotacchini

### Timex

Men's & Women's @timex

### outerwear

### Elerico

Women's

### Love Token

Women's @lovetokenclothing

### **Maria By Fifty**

Men's @mariabyfifty

### Noize

Men's & Women's @noizeoriginal

## **PROJECT Las Vegas** brand list preview

### activewear & loungewear

**Billy-T** Women's @billvtshop

**Brand Bazar** Women's @thebrandbazar

**Brand Equity Showroom** Men's & Women's

@brandequityshowroom

CR7 Men's @cr7underwear

Laced by Laju Women's @lacedbylaju

MADCHUCK Men's & Womens @mad.chuck

**Nike Underwear** Men's

> P J Salvage Womens @pjsalvage

> > strut this Women's @strut\_this

**Tommy Hilfiger** Underwear

Men's

### beauty, grooming & gift

Baublerella Women's @baublerella

Beaut.BeautyCo Women's @beaut.beautyco

**Beauty Bar Chocolate** Women's @beautybarchocolate

> **BITCHSTIX** Women's @shopbitchstix

**DefineMe** Women's @definemefragrance

MAME + Co. Women's @mamesoycandles

Olika Men's & Women's @olikalife

QUE Men's & Women's @quebottle

**SHIKAI Products** Men's & Women's @shikaiproducts

### CLICK HERE FOR FULL **BRAND LIST**

### tailored

**Christopher Lena** Men's

**Gruppo Bravo** Men's

**Renoir Fashion** Men's

**Rossetti Uomo** Men's

### emerging

**Gladys Tyler** Women's @gladys.tyler

Marita Moreno Men's Women's @maritamoreno pt

**Roman Levitskiy** Men's @romanlevitskiy

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footwear

**All Black** Women's @allblackfootwear

Californians Men's & Women's @californiansfootwear

**Circus NY** Women's @circusbysamedelman

**Creative Recreation** Men's & Women's @creativerecreation

CYDWOQ Men's & Women's @cydwoqshoes

> **Dolce Vita** Women's @dolcevita

**Donald Pliner** Men's & Women's @donaldjpliner

**Gola Classics** Men's & Women's @golaclassics

**Ilse Jacobsen** Men's & Women's @linesofdenmark

Jeffrey Campbell Women's @jeffreycampbell

**Johnston & Murphy** Men's & Women's

@johnstonmurphy

footwear

**Kenneth Cole** Men's & Women's @kennethcole

> **ONCEPT** Women's @oncept.nyc

Sam Edelman Women's @sam\_edelman

**Steve Madden** Women's @stevemadden

### accessories

**Agency Showroom** Women's @agencyshowroom

> ASN Women's @asnhats

**Butik Showroom** Women's @butikshowroom

> Echo Women's @echonewyork

> > **Gigi Pip** Women's @gigipip

Goorin Bros. Men's & Women's @goorinbros

### accessories

### Hobo

Women's @hobotheoriginal

### **JJ Winters**

Women's @ijwinters

### **Peter Grimm Headwear**

Men's & Women's @petergrimmhats

### **Pineapple & Star**

Men's & Women's @pineappleandstar

### Stetson Hats

Men's & Women's @stetsonusa

### Tai Jewelry

Women's @tai\_jewelry

### **Theia Jewelry**

Women's @theiajewelry

### Uno de 50

Women's @unode50

### WYETH

Women's @wyeth\_usa

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# MAGIC Las Vegas brand list preview

MAGIC Las Vegas is co-located with PROJECT Las Vegas creating the opportunity to cross-shop the largest selection of trend-driven and young contemporary apparel, footwear, and accessories in the industry.

### sportswear

Analili @analili\_analili

**Beach Lunch Lounge** @beachlunchlounge

> Dolma @dolmacalifornia

**B&K Moda** @bkmodausa

Haris Cotton @hariscotton

**Mata Traders** @matatraders

> Melloday @melloday\_la

**Next Level Apparel** @nextlevel.apparel

Paparazzi by Biz @paparazzibybiz

Petit Pois by Viviana G @petitpoisbyvivianag

@whimsy.rose

### men's

Angels New York US Inc.

Corrente @corrente8371

Foxfire, Inc.

**Giovanni Testi** @giovanni\_testi

Lanzzino

Marina Imports

Mundo

Silversilk Group

@exclusive.fashions

**Stacy Adams** 

T.R. Premium

@trpremiummens

Tiglio

@tiglio-uomo

new & emerging

**ESW Beauty** 

@esw.beauty

Locked And Layered

@lockedandlayered

MCLC

@mclcbrand

**Sugar Mama Shimmer** 

@sugarmamashimmer

Whimsv Rose

**Angel Dear** @angeldearinc

**Bailey's Blossoms** @baileysblossoms

children's

**Coral & Reef Beachwear** @coralreefbeachwear

CLICK HERE FOR FULL

**BRAND LIST** 

Lelli Kelly

Mia Kids @shop\_miashoes

Popatu @popatuclothing

### trend

**Boom Boom Jeans** @boomboomjeans

**Cotton Candy LA** @cottoncandyLA

**Emory Park** @emoryparkclothing

**Fantastic Fawn** @fantasticfawn

Hayden Los Angeles @Haydenlosangeles

**Just Black Denim** @iustblackdenim

Lush Clothing @lushclothing

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### trend

Mod Ref @modrefclothing

> Oddi @oddiclothing

**Paper Crane** @papercranela

Papermoon @shop papermoon

SHE + SKY @sheandsky

**Skies Are Blue** @skiesareblueclothing

**Strut and Bolt** @strutandbolt

**Thread & Supply** @threadandsupply

**YMI JEANSWEAR** @ymijeans

### young contemporary

**America & Beyond** @americabeyond

**Articles of Society** @articlesofsociety

**ASTR the Label** @astrthelabel

**Dear John Denim** @dearjohndenim

> Elan @shopelan

### young contemporary

en saison @ensaisonstudios

**Hidden Jeans** @hiddenjeans

Laundry by Shelli Segal @laundrybyshelli

> Line & Dot @thelineanddot

Lola Jeans @lolajeans.ca

Miss Me @missmeieans

**Molly Bracken** @molly bracken officiel

> Olivaceous @olivaceousia

**Project Social T** @projectsocialt

Sage the Label @sage\_thelabel

Vintage Havana @vintagehavana

### accessories

**Blue Planet Eco-Evewear** @blueplanetecoeyewear

**DIFF Charitable Evewear** @diffeyewear

Good Work(s) Make **A Difference** @goodworksmove



PROJECT: Las Vegas event preview

### accessories

Panache Accessories @panache accessories

**Pura Vida Bracelets** @puravidabracelets

Sondra Roberts @sondrarobertsny

**Urban Expressions** @urbanexpressions

ZENZII @zenzii wholesale jewelry

### footwear

Aetrex @aetrexworldwide

**Blowfish Malibu** @blowfishmalibu

**Chinese Laundry** @chineselaundry

> J/SLIDES @islidesfootwear

> > Joules @joulesusa

MIA @shop\_miashoes

**Pelle Moda** @pellamoda

**Rocket Dog** @rocketdogfootwear

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# join us at PROJECT

Contemporary men's and women's apparel, footwear, and accessories, ranging from mid-market to premium price points.

### August 9-11, 2021

Las Vegas Convention Center

### **REGISTER TO ATTEND**