



PRESS RELEASE

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Buyers and brands in great spirits at Bubble London

Over 200 of the finest children's brands from across the world kicked off Bubble London's biggest spring/summer edition to date with a fantastic array of childrenswear, footwear, accessories, toys and interiors products which took place on 19-20 June at the Business Design Centre, Islington.

Doors opened on Sunday 19 June with buyers being greeted by a fabulous selection of new signings from the likes of Seasalt Nippers, Incy Kids, Mummymoon, Easy-Teez, Crazy Stuff, Jessie and James, Kidgaroo, Mr Fogel, Limo Basics, Lucy Locket, Music for Baby as well as familiar favourites such as French Connection Kids, Logoshirt, Eliane et Lena, Geox, Mini Rodini, Aravore and Turquaz, all showcasing the trends for spring/summer 2012.

With the demand for specialist and hard-to-find children's products ever growing, Bubble London played host to an abundance of new, interesting and diverse collections featuring many organic and hard-to-find products, which garnered positive reactions from both buyers and brands.

Liz Harris, owner of retail store Grange Clothing commented, "I am here to look at eco-friendly ranges and I'm surprised at just how many are here. There is such a great range of different products on offer at this show".

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Alex Sterck, from childrenswear and nursery product brand Turquaz says, “The quality of the buyers that came to see us was just great and we placed plenty of orders over the two days including a phenomenal one which we are so pleased about. Bubble is a fantastic show with a wonderful element of fun, lovely music and it’s brilliantly organised and always a pleasure to attend.”

The newly launched free retail-oriented seminar programme featuring a hand-picked selection of industry speakers from retail specialist companies Management One, Sitemakers Ltd and Shopworks was a huge success for all that came to the show.

Bubble visitors took advantage of the opportunity to learn invaluable and in-depth knowledge for increasing business potential. Topics covered included the vital steps to take for starting and growing a retail business, practical online retailing tips and the rational and emotional elements of store design required to increase sales.

Romaine Coonghe, director of online childrenswear retailer Junior Styles Ltd says, “The seminar programme is a great addition to the show as the industry is ever changing so it was wonderful to have business people right there at the show for everyone to benefit from. The speakers were brilliant and I was so impressed with the range of topics as I can use the information learned to act as a barometer for making sure my business is running in the right way.”

Early indications point to an increase in footfall of approximately 20 per cent compared with visitor figures for June 2010.

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The next addition of Bubble London takes place on 29-30 January at the Business Design Centre, Islington and will feature the autumn/winter 2012 trends for childrenswear, footwear, accessories, toys, interiors plus much more.

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