



## TRADE SHOWS

### Bubble London

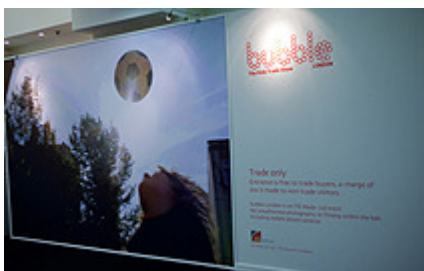
TESS HANNAM, WGSN 27.01.09

Autumn/winter 2009/10, January 18-19 2009, London, UK

### Overview

Brands A-F   Brands H-T   Trends

**Still in its infancy, Bubble London has grown rapidly, both in quantity and breadth of the exhibitor offer. WGSN reports.**



Bubble London logo



Bubble London chill area

The first edition of January 2008 hosted 70 niche brands, which has now nearly doubled to 130, covering fashion, lifestyle products, organic ranges, footwear and accessories.

Visitor numbers have increased, almost double the attendance than in July 2008, with international buyers from **Russia, US, Brazil, Hong Kong and Australia.**

New Bubble owners **Moda** played it safe in this cautious market by expanding with a mix of larger yet unique brands, alongside smaller designer brands and newcomers, which reflected the original Bubble spirit of a **boutique-led approach.**

This strategy to offer more choice appears to have been a great success - the show felt busy on both days with an **enormous amount of positive feedback from exhibitors and buyers.**

No Added Sugar told WGSN that this was the most successful show at Bubble to date, while the UK's elegant label Hucklebones had an excellent response to its second season.



Knuckleheads



Pepe London



Mini A Ture

### Fact file

- Bubble London saw a 20% increase in exhibitors and an 80% increase in visitors since July 2008.
- Bubble London is now owned and organised by ITE Moda Ltd, having taken over from founders Kidding Consulting Ltd last year.
- Brands making their UK debut included: Ma Petite Personne; Babies in Sheeps Clothing; Loppa; Ed Hardy; Knuckleheads; Right Bank Babies; Shinwa Organics; and The Two Percenters.
- Brands exclusive to Bubble London: French Connection; Pepe Jeans; Mexx; Religion; Bloch; Bebe by Minihaha; Mini A Ture; Brin D'Herbe; Katvig; Freoli; Norlie; and Petit by Sofie Scoor.
- Large stands were also taken by Molo, Petit Bateau and the UK's No Added Sugar.

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### Next show dates

Spring/summer 2010  
 June 21-23 2009



Bloch

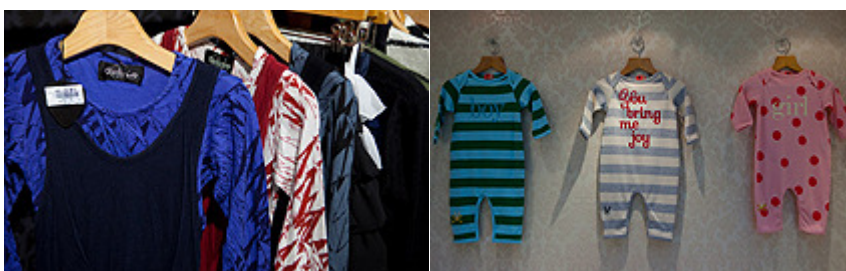
Shokay

Mini Moderns

Although the larger brands made the show feel a little less boutique-orientated, there were **plenty of creative and unique designers to delight.**

WGSN favourites included French newcomers Loppa and The Two Percenters, the UK's Christa Davis, Ilovegorgeous and Hucklebones.

Northern Europe continued to establish its strong presence, particularly from **Denmark** with large stands taken by Molo, Katvig and Mini A Ture, as well as a selection of ranges from Norlie, Holly's and Petit by Sofie Sncor.



Religion

No Added Sugar



French Connection

The Two Percenters

Organic ranges are on the increase, particularly in babywear. Organic beauty product company **Cowshed** launched a new range of maternity products and a baby line, while **Green Baby** celebrated its 10th anniversary. Babies In Sheep's Clothing presented its collection of **all-natural lambskin gilets, hats and bootees from New Zealand.**

Familiar trends were on offer, perhaps as a reaction to the more cautious market. A **woodland inspiration** influenced styling and prints, and was interpreted in various ways in different sectors.

Vintage inspiration continued to be key among many brands. A palette of **berry darks** was apparent throughout the show, with damson, purple and grey lilacs **key for layering.**



Christa Davis

Loppa

Hucklebones

In contrast, there was an strong show of **bright colour with retro mix 'n' match prints**, especially for younger children and babies.

Buyers were excited by the new season, but were playing a **very cautious game**. Last order dates for autumn/winter 2009 were key discussion points, with many buyers still wanting to **top-up spring/summer 2009 with short orders**, at last ready to compensate for earlier hesitancy in their initial buy.

With a more relaxed attitude to children at trade shows, the Tick Tock **"Colour Me" wallpaper frieze** by Mini Moderns proved very popular in the lounge area, for adults and kids alike.

Anita Koushal, author of family lifestyle book **Home** presented in person a gallery of photos from her latest book, **Travel**.

New ownership was announced in September 2008, with **ITE Moda Ltd** acquiring Bubble London from co-founders Vanessa Boz and Florence Ronaldo of Kidding Consulting.

The company is continuing to work on the organisation through to the end of 2009. Next season, Bubble London will show at a new venue, at the **Business Design Centre** in the heart of Islington.



Babies in Sheeps Clothing

Cowshed

With Bubble's success now proven, the question is whether there will be a predicted shift from rival Premier Kids.

Event director of Bubble London, Lindsay Hoyes said: "Bubble London has showcased some of the most **exciting, creative and inspiring kids' brands**. We're really excited about moving to the Business Design Centre, renowned for its design and style.

"It provides a perfect platform to demonstrate our innovative approach to create a unique environment for international brands and buyers."

Exhibitors seemed unanimously happy with the show, and felt it didn't **lose any of its boutique sensibilities** with the takeover.

Birgitte Kleftakis from Mini A Ture said: "We exhibited at Bubble last July so we knew that the show **had a great feel to it**. The visitors are of high quality and the show layout is clean and fresh.

"With the current economic climate as it is, we were really happy after our two days at Bubble and will be returning in June."

Emma Maziak from Right Bank Babies commented: "We heard about Bubble in the States and really wanted to launch in the UK. The exhibition features unique and original quality brands, which **fits our brand perfectly.**"



Tick Tock wallpaper frieze, Mini Moderns



Anita Kaushal

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