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PRESS RELEASE

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Bubble London announces Bubble G.U.M. launch

Bubble London, the UK's only standalone children's trade event is set to launch a new 'treasure trove' zone called Bubble G.U.M. at the Business Design Centre, London, 30-31 January 2011.

Bubble G.U.M. will be filled with Glorious, Unique and Marvellous products from a variety of brands from across the globe ensuring an eclectic mix of must-have and hard-to-find products.

Bubble London event director Lindsay Hoyes says, 'With the launch of Bubble G.U.M., we are able to offer unusual, niche brands a compact, yet flexible working space in which to present their product. This area will be offered to brands that are making their debut at Bubble London and that are in many cases new to the kids' market and exclusive to the show. It will form an exciting new addition to Bubble London and will expose retailers to even more variety and originality.'

Brands already signed up for this area include Little Miss Twin Stars (jewellery); Ash Footwear, Chalk (childrenswear) and Dandy Dodo (children's clothing and accessories).

Bubble London will be showcasing the A/W 2011 childrenswear trends at the Business Design Centre in London from 30 - 31 January 2011.

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For more information please contact Louise Adu at louise@bubblelondon.com or call +44 (0) 1484 846069. Please visit us at www.bubblelondon.com www.bubblelondon.blogspot.com www.facebook.com/BubbleLondon

Editor's notes

- Bubble London was launched in January 2008, and its philosophy is to bring a new generation of kids' trade show to the marketplace. Each event is carefully conceived as a focused trade show in a wonderful space, where retailers can meet exhibitors from every aspect of the kid's world: clothing to toys, shoes, accessories and more.
- Bubble London is organised by leading trade show organiser ITE Moda Ltd.