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PRESS RELEASE

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Bubble London to host biggest spring/summer event to date

International tradeshow Bubble London is all set for its biggest spring/summer event to date which will bring together over 200 of the finest fashion, footwear, accessories, toys and interiors collections from the children's universe from 19-20 June at the Business Design Centre, Islington.

Boasting a fabulous mix of brands and products from over 23 countries from across the world, the upcoming edition of Bubble London will welcome an abundance of top new signings, a brand new not-to-be-missed free retail-oriented seminar programme plus treasure trove zone Bubble G.U.M. will be back even more glorious, unique and marvellous.

The June edition will feature great new signings from established and emerging new talent including the likes of Anna Lou of London, Aya Naya, Candy Bows, Juggle Angels, Margery Ellen Baby, Solamigos, Splats, Ta Daa, Wee Squeak and White Soda to name but a few, adding weight to an already exciting collective of world class brands.

Also ready to showcase new season designs for spring/summer 2012 and new to Bubble from the children's interiors and accessories sectors will be Incy Kids, White Rabbit England, Zzoolight plus colourful collections from Scandinavian brands Mairo, Farg Form and many more.

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A free retail-oriented seminar programme featuring expert speakers will also launch at the show providing retailers with a wonderful opportunity to learn valuable skills for improving business practices. Thierry Bayle, founder of fashion retail management company, Management One, will focus on the golden rules of starting and growing a business as well as implementing practical tools for stock management, marketing and e-commerce.

Speaking on both days of the event will be Ray Buckler, head of business development and Nick Pratt, managing director of Sitemakers Ltd to discuss 'Practical tips for successful online retailing'. On Monday 20 June Craig Phillipson, founder of Shopworks, will guide retailers through 'The rational and emotional elements of store design' which will look at the importance of knowing how to balance visually impressive and creative store elements with functional requirements in order to increase sales. With the seminar programme being free to all Bubble visitors this is a business opportunity not to be missed.

After its successful launch last season, Bubble G.U.M. returns for its second season with yet another eclectic mix of niche brands and golden treasure to fall in love with. Discover new season delights from newcomers such as Baccha Party, Beau Loves, Dinosoles, Easy-Teez, Kappuke-ki Kidswear and Sun Emporium.

Other events taking place around the show include the inspiring Stand Out competition, which will see brands competing for an exclusive prize. An industry panel of judges will be looking to award the brand that demonstrates the most creative use of stand space and imaginative design flair.

To celebrate the new season, the Bubble London team will be inviting all visitors and exhibitors to join them for complimentary drinks on Sunday 19 June at Browns bar and restaurant located on 7-9 Islington Green from 6pm-7pm.

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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 and www.bubblelondon.blogspot.com. Talk to us at www.twitter.com/bubblelondon and 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