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For immediate release

Bubble's brand list bigger than ever

As Bubble nears its biggest show to date, more brand announcements reinforce the buoyant festive spirit and a return of confidence in this specialist retail sector.

Bubble London hosts a carefully-edited selection of ranges from over 250 of the top names in childrenswear from across the globe. This week's latest signings include Spanish childrenswear favourites **Mayoral** alongside the return of **Pepe Jeans**, who will also be bringing **Andy Warhol** for the first time. Making its Bubble debut, footwear leader **Geox** will join recently announced newcomers **IKKS** and **Levi's Kids** from French Groupe Zannier who recently confirmed their participation this season.

The January edition will see the launch of the show's new initiative **Bubble G.U.M.**, which affords smaller niche brands an accessible entry level to this international platform. The initiative has been embraced by so many new brands that it is sold to capacity even before the Christmas break. This, coupled with the number of premium brand signings, will ensure retailers planning to visit Bubble London will certainly get a brand mix unlike any previously seen in the UK.

Event Director Lindsay Hoyes comments:

"Bubble has listened to what retailers have fed back from previous marketing programmes and has strived to develop a show which allows key premium brands to fit within the event while maintaining Bubble's ability to identify new talent in the market and bring it to the attention of the industry. We are delighted to see some great returns to Bubble such as Pepe Jeans, and to welcome so many new brands showing for the first time. We are confident retailers will find exactly what they require to secure a successful season."

Bubble London takes place on 30 and 31 January 2011 at the Business Design Centre in Islington, London.

Ends

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.
- For more information, please contact Louise Adu by e-mail louise.adu@ite-exhibitions.com or call 01484 846069.

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